

PRINTERS' INK

Registered U. S. Patent Office
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B. A. I. S. 1916 with
N. W. Ayer & Son

*Geography
has its
limitations*

GEOGRAPHERS seem to agree that five oceans are plenty for this world. Therefore, they don't mention the biggest one of the bunch—the Ocean of Prejudice.

Prejudice used to be all against American-made china. Foreign china, so thin that a hard look cracked it, was the only china worth having. True, it cost a fortune, and it was practically impossible to replace broken pieces. But prejudice proclaimed it "the thing," and it was the desideratum of all good housewives.

The Onondaga Pottery Company, of Syracuse, N. Y., with an American-made china of exquisite beauty, astonishing strength and moderate price, faced this ocean of prejudice and looked around for a pilot to guide them to their markets. The job was assigned to Advertising Headquarters. And at no time during our association has production equaled the demand for Syracuse China.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



The Dealer Stocks What The Farmer Wants

The farm trade determines the distribution of general merchandise for the small town and rural market—60 million people.

The merchant in the county seat trading centre, serving a large farm population outside, stocks merchandise that meets the demands of farm people and sells it to his town trade as well.

Advertisers can influence the sale of their products in the rural market of 60 million people through the 2,000,000 farm homes reached by the

STANDARD FARM PAPERS

Because the Farmer Wants Them

The Wisconsin Agriculturist
Established 1877

Prairie Farmer, Chicago
Established 1841

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1876

The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

The Farmer, St. Paul
Established 1882

The American Agriculturist
Established 1842

The Farmer's Wife
Established 1900

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Pacific Rural Press
Established 1870

Western Representations:
STANDARD FARM PAPERS, INC.,
Wallace C. Richardson, Mgr.
1100 Transportation Bldg.
Chicago



Eastern Representations:
WALLACE C. RICHARDSON, INC.,
95 Madison Ave.
New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIV

NEW YORK, SEPTEMBER 13, 1923

No. 11

Gaining National Distribution without Specialty Salesmen

How The Owens Bottle Company "Put Over" a New Product in a Highly Competitive Field in Three Months' Time without Salesmen Calling on the Retail Trade

By Martin Hastings, Jr.

EVERY once in a while a manufacturer is heard to remark that the cost of introducing a new product nowadays is almost prohibitive. He will quote you figures on the cost of specialty crews—on extensive sampling—on advertising campaigns—on the long, weary months before the profits begin to roll in.

A most refreshing contrast was shown by the way The Owens Bottle Company, of Toledo, O., tackled this problem and solved it in less time than it often takes to get together a smooth-working organization of trained specialty men.

The Owens Bottle Company is said to be the largest manufacturer of glass bottles on earth. In this capacity, it sells direct to manufacturers and to the wholesale trade.

The company was practically without experience in merchandising a product which is sold to the consuming public, although a large number of well-known products go to the public in Owens bottles.

One of the allied companies, The Kent-Owens Machine Company, is engaged in the production of machinery for making glass bottles, and also in designing and perfecting machines to produce other articles. About two years ago, a new brush-making machine was invented by The Kent-Owens Machine Company. This machine eliminated, almost entirely, the slow handwork required in mak-

ing brushes, especially tooth-brushes; and made possible the production on a large scale of a line of tooth-brushes.

It was decided that The Owens Bottle Company would take over the marketing of these tooth-brushes and distribute them to the trade.

The first article produced was the Owens Stapletied Tooth-Brush, sold in a sanitary glass container, and embodying all the advantages given by the new machine.

Realizing the stiff competition to be met with in this industry, it looked as if there would be a long, hard pull to put the Owens Stapletied Tooth-Brush over in a big way. Different methods were considered, including the usual schemes of working town after town with a specialty crew.

But finally, The Owens Bottle Company decided to blaze a new trail and try for national distribution through a very intensive direct-mail campaign to retail druggists, coupled with the efforts of their regular sales force on the wholesalers.

The plan, as originally laid out, was as follows:

On March 1, samples of the Owens Stapletied Tooth-Brushes in the glass containers were to be mailed to practically every wholesale druggist in America. With these samples went two broadsides

—one, addressed to the wholesaler telling about the tooth-brush, and the powerful direct-mail campaign to the retailer. The other was a sample of the first broadside that it was planned to send the retailer.

At the same time, the salesmen who had been calling on these wholesalers to sell them Owens Bottles, doubled up on the tooth-brush and started to get orders.

The salesmen were not even called in from their territories for instruction. Details of the campaign were given to them by mail. A red-hot letter was sent, and with it were mailed copies of the broadsides. The letter was concluded with these stirring paragraphs:

"Naturally, we'd rather open the entire country at one time. But we're not going to make the fellows who clean up in their territories wait on the fellows who don't.

"This is a big thing for you, and for your company. It's our first effort to market a product which is bought by the public in tremendous quantity. It will, wittily and truly, put the name 'Owens' into the mouths of millions. A great, outstanding success will help sales all along the line.

"The race is on, boys. Read the literature attached. Use the Owens Brush yourself. And get full of the unequaled talking points. Then hit the jobbers in your territory, quickly, consistently and strongly. And the Owens Stapletied Tooth-Brush will go over in an irresistible way!

"Who's going to get in the first order? And who's going to clean up his territory first? Are you? Here's luck."

In not being obliged to bring the men in from the road, the company feels it saved a considerable expense, but what is more important it effected a valuable saving in time.

It was explained to each wholesaler that, just as soon as his order had been received, a direct-mail campaign of thirteen broadsides, once a week for thirteen weeks,

would be opened to every retail druggist in his territory.

This method of starting the retail campaign by territories was adopted so as to limit the mailing to only those territories where jobbers could supply all orders—as The Owens Bottle Company does not deal directly with the retail trade.

It was planned to mail five pieces of literature to the wholesalers and thirteen to the retailers. This was to cover about four months, figuring about a month to secure national wholesale distribution and three months to secure a nation-wide retail distribution.

This meant, if the plan worked, that it would be possible to start consumer advertising on July 1.

A QUOTA SET

The quota set was a 50 per cent retail distribution, evenly divided throughout America. This was to be determined by figuring the average retail order at about three dozen brushes, and, when sufficient brushes had been shipped to each State, to show a quantity of one-half the total number of retailers, multiplied by three dozen—everything was set for national advertising.

However, as this plan was new to the industry, and The Owens Bottle Company did not care to obligate itself unless it were certain the distribution would warrant it—no promise of advertising was made in the first mailings.

If obstacles had arisen in any territory, special campaigns would have been put on to bring it up to 50 per cent distribution before the national campaign broke.

This plan was not followed to the letter, due to several difficulties which arose and upset the schedule.

Immediately following the first mailing and the first calls of the salesmen, orders from wholesalers broke all expectations. Almost to a man they seemed enthusiastic about the direct-mail campaign to the retailers—about the tooth-brush itself—and the general selling scheme.



The Christian Herald is universally selected by the strongest financial houses as their advertising medium to reach bankers and the leading families in small towns and rural sections.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Chicago Office: 225 N. Michigan Blvd.

Western Managers

Wallace Patterson, Frank S. Whitman

These orders far exceeded possible production and a slight hold-up followed while the factory speeded up to keep pace with the orders. Also a revision of prices became necessary, and by the time these conditions had been righted, the national wholesale distribution had been secured and there was no need for zoning the retail campaign at all.

When the retail campaign was ready to begin a telegram was sent to every jobber before the first mailing. This was done to "pick up" enthusiasm that might have somewhat cooled by reason of the delay in shipping the product.

When the retail mailings got under way repeat orders began piling in. After only a few weeks it became certain that a good distribution would be gained with less than the scheduled number of mailings. Consequently, several of the broadsides were eliminated and a powerful, smashing piece was rushed out announcing the national advertising campaign to start on July 7.

By the time the first advertisement appeared the quota had been exceeded by more than a thousand gross of tooth-brushes! Wholesale and retail connections had been established in every section of America.

All of this, including the tie-up of nearly a month, due to production difficulties, had been accomplished in less than five months, without the use of specialty men—without sampling other than to the wholesalers—and, except during the last two or three weeks, without even the promise of national advertising!

This remarkable success, achieved with such a comparatively small expenditure of money, is very interesting to manufacturers who complain of the high cost of specialty men. An analysis of the situation shows that this was not a freak plan, nor was it one which could be used only under certain conditions. It has been repeatedly demonstrated that business-paper advertising and direct mail may be successfully employed

to introduce a product to its market.

Of course a great deal of its success was due, no doubt, to the fact that The Owens Bottle Company was known and respected by the trade. Its wholesale connections developed by years of intensive work, formed the nucleus around which the entire plan operated.

OTHER IDEAS AND FACTORS THAT HELPED

Another factor of considerable importance was the tooth-brush itself. It is priced at 30, 40 and 50 cents each. Handles are made in six colors. The stapletied feature was new. And the idea of selling these brushes in a glass container made an instant appeal to trade and consumer alike.

Without these advantages it would probably have been impossible to secure a nation-wide distribution in such a short length of time and with the comparatively small sales expenditure found necessary.

But, even considering these conditions, the success of this direct-mail plan has been remarkable. The great number of direct orders received from retailers shows that the average druggist, anyway, will sit down and order a new product by mail provided it is correctly presented to him.

The correct way, judged by the Owens experience, is to make the proposition very definite, easily understood and easy to order.

It would have been impossible to have covered the country with specialty salesmen in that time, even if the expense had not been a factor.

In planning this direct-mail campaign very serious consideration was given to the type of mailing piece to adopt. Ordinary process letters were not deemed sensational enough. Even the more striking four-page printed letter seemed a bit inadequate to carry the big new message at first.

So it was decided to use the largest sheet that could be mailed for one cent to tell the entire

(Continued on page 173)



"Ye-o-w! Ye-o-w! Ou-r-f! Ou-r-f! Ye-o-w!"

"Can that yowling, Fats! You're spoiling everything."

"Har! Har! Spoil nothin'! You can't spoil a cat fight!"

"'Sthat so? Well, just let me tell you, Mr. Sour Grapes, when Dick 'n' me make the school orchestra, you're gonna be a sick pup."

The average boy demands to be "in the picture." Let the leader of the gang get a saxophone, or a set of trap drums, and it isn't long before the rest of the gang are coaxing their Dads for instruments so they can join "the orchestra."

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

offers makers of musical instruments opportunity to score a hit with half a million boys of the leader type, averaging 15½ to 16 years in age.

Build a reputation for fair treatment with these fellows now, and you will reap future as well as present profit. Put your score before them in the November issue.

Copy should reach us not later than September 15th.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago

Advertises Competitors' Names to Oppose Foreign Competition

Dunlop Tire Advertising in England Gives Names of All British Competitors in a Selling Attack against Foreign-Made Products

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

THE "support-home-industries" note takes a new form in recent Dunlop Tire advertising.

"Does it say 'Made in England' on Your Tyres?" is the heading of the manufacturer whose slogan is "Fit Dunlop and Be Satisfied." The advertisement continues:

"It should—first because they are Best, and second because they are British and because every foreign tyre you buy keeps a British workman out of a job and you have to pay his dole: £5,500,000 was paid by British Motorists last year for foreign tyres. This money left this Country and helped to increase taxation by increasing unemployment."

But this is not the most remarkable feature of the announcement. A two-column box at the foot of it reads "Tyres bearing the following names are made in Britain by British labour—Now you know." And not only Dunlop's but all tires competing with Dunlop are then listed, to the number of 28. The liberal spirit thus disclosed "gives furiously to think" as a French author once wrote.

Mention of competitors' names in advertising is sufficiently unusual to make those announcements noteworthy. PRINTERS' INK has hitherto called attention to advertisements that contained friendly references to competitors, and attacks on competitors by name have occasionally been seen on both sides of the Atlantic. To be able to name a competitor in the way which the Dunlop company adopts is assuredly a sign of strength.

The two orthographies—tire and tyre—differentiating the American from the domestic product might perhaps have been turned to ac-

count. England has always used the "y": but the American spelling is the better usage, and has older sanction. The root is the same as that in "tiara" a kind of crown

**Does it say
"Made in England"
on your tyres?**

It should—first because they are Best, and second because they are British and because every foreign tyre you buy keeps a British workman out of a job and you have to pay his dole

£5,500,000
was paid by British Motorists last year for foreign tyres. This money left this Country and helped to increase taxation by increasing unemployment.

Be sure
your Tyres
are British

fit
DUNLOP
and BE SATISFIED

Tyres bearing the following names are made in Britain by British labour—Now you know.

D DUNLOP	C Goodyear	E Kearsall	F Pirelli	G The Value
A Armstrong	D Dunlop	H Macfarlane	I P. & O. B.	J The Value
K A. & A. A.	L Dunlop	M Macfarlane	N P. & O. B.	O The Value
P B. & S.	Q Dunlop	R Macfarlane	S P. & O. B.	T The Value
U B. & S.	V Dunlop	W Macfarlane	X P. & O. B.	Y The Value
Z Dunlop				

Dunlop Corals are reduced in price—Ask your dealer.

IN THE BOX AT THE BOTTOM OF THIS ADVERTISEMENT DUNLOP NAMED ALL OF ITS BRITISH COMPETITORS

or a head-ornament for women, and the great Oxford Dictionary upholds it. The entry under "tyre" is simply "see tire."

**Buys Fort Smith, Tex.,
"Southwest American"**

Richard Lloyd-Jones has bought the Fort Smith Tex., *Southwest American* from W. E. Decker. The change in ownership is effective September 15.

Sept. 13, 1923

PRINTERS' INK

9

Los Angeles

Chicago

New York

London

LORD & THOMAS

Advertising

724 South Spring St.
Los Angeles.

ROBERT F. CRANE
DON FRANCISCO
Illustrator and Designer

July 12th, 1923.

R. J. Bidwell Special Representatives,
Los Angeles, California.

Attention: Mr. Waters

Dear Mr. Waters:

I have just received a letter from Mr. Graham Stuart, advertising director of People's Popular Monthly, which contains some very complimentary paragraphs for the Des Moines Register & Tribune in connection with Standard Laboratories advertising.

Mr. Stuart recently visited forty five towns in Iowa, the largest being Boone with a population of a little over 11,000, and the smallest ones were just crossroad towns with less than one hundred people. The object of Mr. Stuart's visitation in these towns was to study the shelves of the merchants and find out just what products were being distributed in the small towns. The following is what Mr. Stuart states in part:

"I was quite amazed to find what splendid distribution you had on 'STACOME'. I had many talks with druggists about your product, and found that even they, themselves, were very much surprised at the calls that were being made on the part of the young fellows for this product. They said that calls even came from the farms, as well as the small towns.

"I made a 'special point to inquire as to how they came to have the product, and how they thought the sales were being created, and in almost every instance, they gave credit to the Register & Tribune of Des Moines."

I thought you would be interested in knowing this, inasmuch as I regard it as an A-1, independent, third party testimonial of the advertising merits of the Register Tribune.

Yours very truly,

D.D. Jones/HK

LORD & THOMAS

The Des Moines Register and Tribune reaches twice as many separate and distinct Iowa homes as any other Des Moines newspaper.

How Armstrong Linoleum Built a Sales Organization from Scratch

Method Used Has Increased Sales and Turnover of Salesmen Has Been Low

By A. K. Barnes

Sales Promotion Manager, Armstrong Cork Company, Linoleum Division

SEVERAL years ago, when a retail merchant or a jobber wanted to buy Armstrong's Linoleum, he had to purchase from the selling agent who handled the factory's entire production. Located in New York, with a handful of salesmen covering the country, that agent of necessity was limited in the extent and the character of his service. True enough, he was backed by a broad-gauge advertising policy and the whole-hearted co-operation of the mill, but the local distributor was handicapped by having to go through one extra channel.

Early in 1920 the selling agent retired from business. Then the makers of Armstrong's Linoleum seized their opportunity. With a nucleus of a few seasoned floor coverings men, they set to work to build up their own sales organization, and in three years and a half they have developed a sales service so widespread that any merchant or jobber of linoleum in the United States no matter where he is located can be reached by a direct representative of the company in less than twenty-four hours.

While there is nothing wonderful in this accomplishment, the story of it is decidedly interesting to any manufacturer who markets his own products.

The first natural step was to look for salesmen. There were two sources. One was the field of experience which always carries with it ingrained habits, prejudice and precedent; the other a field offering both youth and enthusiasm, but lacking in practical experience—the modern college. The men who were to decide chose the latter for several reasons. They figured that a college graduate, trained in economics and at least

in the theory of business practice, would be receptive to the more intensive training of a particular industry and would respond to the injection of new ideas. They also figured that young minds in the formative stage might absorb more of the details of a business, and follow more readily the marketing policies inaugurated by older heads in responsible positions.

SELECTIONS MADE AT COLLEGES

Accordingly, visits were made to some of the more prominent colleges, members of the senior classes interviewed, and a few selections made. Upon graduating, the men reported to the factory at Lancaster, Pa., for training. The company purchased a large country residence in which the student salesmen could live comfortably, in homelike environment, and have the benefit of constant contact during the entire period of training.

Under competent supervision, each man followed a prescribed course in the factory, donned overalls for three months and studied first-hand the processes of linoleum manufacture, from receipt of raw materials to shipment of finished product. With this knowledge as a background, he passed from factory to office, spending some time in such departments as purchasing, order, billing, tabulating, accounting, etc., in order to get a glimpse of how these various factors co-ordinate in the operation of a manufacturing plant.

As a further stimulus during the factory course, each man was asked to be present at weekly or monthly meetings of various internal organizations and associations of the manufacturing and

Last Call for Exhibits of Household Appliances



"America's Greatest Food and Household Exposition" is the consensus of opinion of the largest manufacturers in the country

FINAL preparations are now well under way for The Fifth Annual Food and Household Exposition directed by The Milwaukee Journal—Milwaukee Auditorium, October 15th to 21st inclusive.

An attendance considerably in excess of the 125,000 consumers and dealers expected this year, is assured by the hundreds of exhibits and demonstrations of food products, household appliances, musical instruments and radio equipment; and the widely advertised new features for this year, which include three great prize contests offering more than \$12,500 in prizes for skill in home-canning, and proficiency in amateur musical accomplishments.

An Unparalleled Opportunity

for mass selling at negligible cost is afforded the manufacturers whose products are annually exhibited to this great army of potential customers. There still remain a very few choice spaces in the Household Appliance division of the Exposition. Manufacturers of high quality products are alone eligible for these exhibits and are required to use only a nominal amount of advertising space in The Milwaukee Journal. An entry fee of \$50.00 covers the cost of building and preparing a booth ready for the exhibit to be installed.

Immediate application by wire is advisable if you wish one of the few choice locations still available

**The Milwaukee
JOURNAL**
FIRST—by Merit

Complete Advertising Service
ROTO-ART—Black
and White—Color

distributing departments, to study the means employed for bettering the product and improving or developing its market.

Still another feature was a week spent in a local retail store to learn how linoleum is sold, with frequent trips out on the job to see practical men lay it in approved fashion.

Finally, the last month of a man's training was devoted to a very exhaustive study of the company's advertising policies, sales policies, methods of co-operating with the dealer, handling of inquiries, and the fundamentals underlying the entire merchandising activity of the concern. With such information schooled into him, no intelligent man would make the many mistakes so common to the ordinary garden variety of salesmen who are given a sightseeing trip through the factory, a sample case and order book, and told to bring home the bacon.

After all this training at Lancaster, the Armstrong salesman is not yet a full-fledged salesman. He must learn how to approach customers; how to analyze his prospect; how to handle situations that require diplomacy; how to plan his traveling and the routine work of it so as to save his real effort for the business of selling; how to make friends; how to distribute advertising effectively and intelligently without waste, and a hundred other things that come only from experience.

So, the student salesman goes into the field as a sales promotion man, calling on merchants and architects in the interests of linoleum in general, and selling the Armstrong idea wherever he goes. This work is done under the guidance of an experienced executive, who devotes as much time as may be necessary to each man, traveling right along, making criticisms and suggestions about the daily work, until he is satisfied that the man is able to go ahead on his own resources. The term of missionary work depends upon the progress of each individual from this point. As he develops,

and as the openings in branch organizations grow, the man is put into his proper place, a square peg in a square hole, qualified to do his work as a true representative of the company.

This system of training has passed the experimental stage. It has produced enough men to furnish the personnel for eight branch sales offices, with a surprisingly low turnover in men. The officials of the company are satisfied with the method. Sales are increasing steadily, and the trade is being served in a manner that keeps them sold. New features of training are added from time to time, and each June sees several new recruits selected from the better colleges. The question of selection is a very important one, for every applicant must be considered not only from the standpoint of personal qualifications, but also upon the basis of his fitness for the organization and his adaptability to the spirit of the men who are carrying on its work.

M. B. Nelson, President, Long-Bell Company

M. B. Nelson has been elected president of the Long-Bell Lumber Company, Kansas City. He succeeds F. J. Bannister, who has resigned after a period of service with the company dating from 1892. Mr. Nelson was formerly vice-president and general sales manager of the Long-Bell Lumber Company.

Annual Agency Association Meeting at New York

The annual meeting of the American Association of Advertising Agencies will be held at the Waldorf-Astoria, New York on October 10 and 11. A meeting of the executive board of the association on October 9, at the association's New York office, will precede the annual meeting.

Brotherton Company Augments Staff

William B. Hall and Bryce R. Muir have joined the staff of The Brotherton Company, Detroit advertising agency. Mr. Hall was formerly with The Green, Fulton, Cunningham Company, Chicago advertising agency. Mr. Muir was formerly with Howard-Garfield-Gray, Detroit.

They don't get them-
we haven't got them!



THE tremendous demand for the September issue of Hearst's International Magazine in New York City and other nearby points led us to wire important wholesalers and retailers for any surplus supply they had on hand.

The result was a sheaf of telegrams similar to the one reproduced at the top of this page. After combing the entire country we were able to obtain but three hundred copies.

This clean sale of Hearst's International Magazine for September is a hint of what may be expected during the winter months when magazine buying reaches its peak.

Hearst's International Magazine
A LIBERAL EDUCATION



*“—available to more men,
in more places, than
ever before”*

THE greatest national sales campaign ever undertaken for Knox Hats, is started with a two-page advertisement in this week's Collier's.

The help given by Collier's Merchandising Service, which preceded the appearance of this campaign, is clearly shown in the following letter from Mr. F. H. Montgomery, President of the Knox Hat Company.

"With the appearance of our double spread in Collier's, September 15, the Knox Hat becomes a nationally sold product, available to more men, in more places, than ever before.

"Our increased distribution among dealers has been effectively aided by Collier's Merchandising Service. In fact, your preliminary work, with the influence of Collier's, helped us to complete our dealer sales of the fall production before a single line of the advertising campaign appeared.

"The campaign itself will be the largest, and, in appeal, the broadest we have ever undertaken.

"It will not be even partially addressed to dealers. Collier's Merchandising Service has made that unnecessary. The single purpose of the campaign now is to sell Knox Hats to men."

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

What About Chicago?

There is this about Chicago:

The Chicago Daily News, which The London Chronicle says is "by far the best evening newspaper in the world," offers advertising advantages seldom encountered in population centers.

With 94% of its immense circulation concentrated in Chicago and its suburbs The Daily News is read by very nearly every worth-while English reading family in this territory.

Advertisers buy more space six days a week in The Daily News than in any other Chicago daily newspaper. This condition has obtained for years.

**THE
CHICAGO DAILY NEWS**
First in Chicago

Getting over the Head of the Prospect Who Hasn't Authority to Buy

How Sales Have Been Made When It Was Necessary, and Seemingly Impossible, to See Somebody Who Keeps in Hiding

By Henry Burwen

A SALESMAN approached the auditor of a large firm about a new system of visible record keeping. The auditor was interested. After due investigation of the savings and other benefits, he was still more interested—announced himself, in fact, as convinced. He asked the salesman, however, for a little time to study the proposition further before making a decision.

Two weeks later the salesman called again. Friend Auditor was rather evasive. Yes, the system looked fine, but the investment of \$3,000 was not to be considered lightly—business was rather slow, and so on. But didn't the figures show that the system would make a direct saving of \$900 a year, besides producing increased efficiency? . . . Yes. . . . And didn't the auditor agree that the figures were correct? Oh, yes. Why, then, wasn't it a good investment regardless of business conditions? . . .

Yes, the auditor admitted again it was all true—still, the salesman had better come and see him again in another month—he wasn't ready to make a decision yet.

The month passed, and still the same evasiveness. So it went, month by month. Each time it became easier for the auditor to put the salesman off—each time the salesman lost a little more of his enthusiasm and hopefulness. At the end of a year, when the salesman had been put off a dozen times he began by piecing together various remarks of the auditor to suspect—as our readers by this time suspect—that the auditor didn't have the authority to make the purchase; that, as so often happens in a business, he had gone to his superior with a request to O. K. the expenditure

of \$3,000, and had been put off just as he had in turn put off the salesman. The auditor, standing somewhat in awe of his superior, hadn't the gumption to put up a fight for what he considered a good proposition. When the superior mentioned that this was a year for economizing, rather than spending money, that the saving was a problematical one, that they would have a hard time showing the board of directors a satisfactory profit this year, Mr. Auditor promptly subsided.

A SORRY PREDICAMENT

The salesman began to suspect this, but what could he do about it? By this time a competing salesman was after the job, and he feared to do anything that might antagonize the auditor. The auditor, having taken the stand in the first place that he was the one to make the decision would resent any suggestion of the salesman that he try to sell the higher-up. Frankly, the salesman was up a tree—and still is, after a year and a half. Eventually, perhaps, he will get the order; but it will be only when that concern is making surplus money and the big fellow feels in a spending mood.

The situation represented by this incident is perhaps one of the most common sale-killers in business. It arises in all kinds of propositions, big and little. In the majority of concerns the reins of buying power are tightly held by those in higher authority. Very few of the under executives have the power to purchase outright—their requisitions must be approved by some one higher up; and even the executive who customarily has the authority may have an occasional requisition held

up and disapproved. Only a few weeks ago a salesman I know in the office equipment field sold a department manager and was assured he had made a sale, that it would only be necessary to put through a requisition as a matter of form and send him a regular purchase department order. Six weeks have gone by and he is still waiting for the purchase department order. In this case "the man who signs the requisitions has been out of town."

What, then, is the remedy, if there is one? Is there any way of getting around such a difficulty? In the course of conversation with numerous good salesmen I have gathered a number of examples showing how such situations may be handled.

Two of the best salesmen I know forestall the possibility of stumbling into this pitfall by going to the higher authority first. They may have exceptions to this general rule, as for instance where a friend in the organization may be able to do the selling better than the salesman himself; but in going after a strange concern these salesmen start with the highest authority who might reasonably be expected to interest himself in their proposition. Sometimes it is the president, sometimes the vice-president or general manager. They usually get shunted to the individual who will make the detailed investigation and recommendation, but with a start that gets them off favorably and leaves open the door by which they can return to the big fellow.

Of course this method is suitable only with major propositions. One could hardly approach the president of a large organization and expect him to be interested in the purchase of lubricating oil for the typewriters. One must more often approach the under fellow. In fact a concern dealing in manifold machines finds that in the average concern better results are secured by approaching the shipper or sales clerk and working up from him, the reason being that the machine is in the nature of a convenience on which it is difficult

to show a direct saving and the man who actually uses it is likely to be sold on it much more easily than his superiors.

There are two aspects of the situation to consider. One is where the prospect assumes he has the authority to buy, and to go over his head might offend him; the other is where the prospect is sold but admits that someone else must make the purchase.

An adding-machine salesman was up against one of these first cases. Being old in the game, he readily recognized why the prospect delayed in placing the order. After considerable dilly-dallying, he addressed a letter to his prospect, in which he said something to this effect: You have agreed that the installation will save you so many dollars per year, that it is an excellent investment, that it is something you need and would be against the best interests of the company to do without it. Then he gave a brief summary of his proposition.

THE RESULT SHOWED METHOD TO BE RIGHT

Now, instead of mailing this letter direct to the prospect, he put it in an envelope addressed to his superior personally. The result was all the salesman desired, for he got his order within a week. What actually happened the salesman never knew; but he believes the prospect was waiting for some "propitious" time to take the matter up with his superior or had made a weak-kneed presentation of it and got turned down; that the letter roused the interest of the superior and he brought up the matter, the subordinate perhaps never knowing how he got hold of the letter.

It is generally true that a man cannot sell his superior executive on a proposition as well as the salesman himself can. Where it is an acknowledged fact, therefore, that higher authority must be secured a good salesman makes an effort to get the prospect's approval to his visiting the big boss. This same adding-machine salesman—who, by the way, is now

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Sept. 13, 1923

PRINTERS' INK

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one of the general sales executives of his company—had another case, when he was branch manager, where one of his men reported he was unable to get results after interesting his man. He was trying to sell the bookkeeper, who was afraid to take it up with the boss. The district manager went down with the salesman, asked the bookkeeper to come out and take a ride around the block so he could talk to him privately, got him to agree to every claim made for the proposition, then asked him:

"You are absolutely sold on this thing, aren't you?"

"Yes."

"And you feel it would be against the interests of the firm not to buy it, don't you?"

"Yes."

"Well, what are you going to do?"

"I am going back to see the boss about it."

"Will you object if I go with you?"

"No."

So the salesman got to see the real buying power, and with the aid of his bookkeeper ally was able to close the sale.

Where a prospect admits he must get higher authority the measure of his influence must be considered by the salesman in order to determine the plan of action. Sometimes it may prove that the prospect would best do his work alone; at other times with the salesman. Sometimes it may be best for the salesman to precede the prospect before the big boss. A good percentage of sales are killed by weak-kneed presentation of buying propositions by under executives. After the boss has once turned down a subordinate, he is not usually receptive to hearing the proposition again from the salesman.

But the greatest difficulty occurs when the prospect assumes the authority he doesn't possess. In such a situation, how is the salesman to get to the real boss? It is a difficult situation to handle, it must be admitted. It may be wise to ignore the prospect alto-

gether and go right over his head, but often there are more diplomatic ways.

A salesman was working with the superintendent of a department store. He wanted to get to the general manager and tell his story, not because it had reached the stage of decision, but because he wanted to insure himself with the chief. When he indirectly suggested this to the superintendent the latter did not rise to the occasion, rather politely intimating that it was not necessary, as he would summarize the necessary facts for the G. M. The salesman, cudgeling his brain for an opening, visited the accounting department, undertook to do a little service job for the head of this division in connection with other equipment of his firm used by the store, and through him was introduced to the general manager. The salesman then maneuvered the conversation so that the latter gentleman himself brought up the subject of the salesman's visit.

RESENTMENT AVOIDED

There is a thought worth remembering in this plan of getting two departments involved when the salesman wants to get to the bigger boss. Then neither executive will feel resentment, for each will feel, if the salesman gets to the big boss, that it is in connection with the proposition of the other department. Or if two departments are involved in the same proposition, then there is a very real excuse for the salesman to go to the executive having jurisdiction over both.

In another case where a salesman was looking for an excuse to visit the big boss he adopted this plan: His headquarters were located some thirty miles from the prospect. He therefore telephoned a number of times, speaking only with the telephone operator, until he struck an occasion when the under executive, Mr. X., was away, and his chief, Mr. Y., was in. Then he made haste to get the next train, called upon the concern, requesting Mr. Y. To the latter he explained that as

Mr. X. was away, to avoid wasting his trip he would like a short talk with Mr. Y. On the next visit he was able to make a similar explanation to Mr. X., who, although he might have felt slightly annoyed, had, under the circumstances, no real cause for resentment.

Somewhat similar in nature was the method used by another salesman. He was slightly acquainted with the big boss in this case, but still didn't dare to approach him directly, for fear of the feeling of the under executive. Each time he visited the prospect's office he delayed his entrance as long as possible, loitering about the halls and the waiting room, until one day he was fortunate enough to meet the chief passing through. Of course he shook hands, mentioned the purpose of his visit and interested him sufficiently so that the door was open for him to go back. Then in his conversation with the under executive he mentioned his meeting with the chief, who, he explained, was much interested. The salesman suggested, therefore, a three-cornered conference in the near future.

The method of one concern paves the way gracefully for getting to those authorities interested by its method of sales attack. The salesman, after an investigation of the situation, draws up a formal report, which he presents to the executive primarily interested, at the same time sending copies to the chief and other department heads involved—taking it for granted that this matter is to be decided by a group, not a single individual. This gets the others into the matter, and the result is usually a conference, where, if the salesman is not present, he is at least represented by the report.

It is only in an extreme case that it is wise to go directly over the prospect's head; but where the case is otherwise hopeless, something may be gained by that method. A salesman had sold a bank some change-making machines; then he tried to interest

one of its branches, which failed to become at all interested. The salesman thereupon went back to the head of the parent bank and asked him why, since the device was a good thing in one place, it wasn't just as good in the other. The customer agreed that it was, called up the manager of the branch and instructed him to buy the machine.

Diplomacy in selling works better than force. When the salesman is up against the problem of getting over the buyer's head, strategy generally wins. The utmost in tact is necessary, and under certain circumstances one must work by indirection. It is a case where selling ingenuity has plenty of chance to express itself.

Steady Campaign to Increase Distribution of Chase-O

New territories are being continually opened in the campaign which the A-1 Manufacturing Company, Philadelphia, is conducting on Chase-O laundry crystals. Newspaper copy is used to introduce the product in each new sales territory.

"We are constantly advertising this product," writes G. F. Wiese, Jr. "We are always opening up new territory and increasing the scope of its sale and at the present time are advertising it in more than seventy-five newspapers in as many cities and towns."

This company is also the manufacturer of A-1 metal polish and A-1 hand soap. Application was recently made for registration of the trade-mark "A-1" which has been used by the company since 1902. "Due to the fact that the Trade-Mark Bureau was of the opinion that it was descriptive," says Mr. Wiese, "we were unable until recently to make application for its registration."

Walden, Sons & Mott Increase Staff

J. Seward McCain, Jr., formerly advertising manager of the Allied Mutuals Liability Insurance Company, New York, has joined Walden, Sons & Mott, Inc., business paper publishers, New York, as circulation manager. He also will organize a sales promotion department.

Botsford-Constantine Company to Increase Staff

Ray Andrews will join the Seattle office of the Botsford-Constantine Company, advertising agency, on September 15. He has been advertising manager of the Ellison-White Chautauqua System, of Portland.

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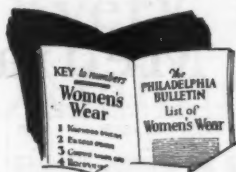
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The Bulletin list of 9148 shops
selling women's apparel and
specialties in

Philadelphia

will save you money.

WITH dealers listed in geographical order and an accurate key number to show the lines he carries, The Bulletin list enables salesmen to cover Philadelphia—third largest market in the United States—with a minimum of time and expense.

Shops handling every class of women's wear are given—The Bulletin list is a complete index to the trade possibilities in a market noted for its well-dressed women.

There are 690,000 women and girls over fifteen years of age in Philadelphia, and thousands more in Camden and the surrounding suburbs. All these shoppers buy dresses, hosiery, lingerie, and other necessities and luxuries in Philadelphia shops.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER.

U. S. Post Office Report of net paid circulation
for six months ending March 31, 1923—505,098

NEW YORK
514 Park-Lexington Bldg.
(46th and Park Avenue)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson
Boulevard

DETROIT
C. L. Weaver
Verree & Conklin, Inc.
117 Lafayette Blvd.

SAN FRANCISCO
Harry J. Wittschen
Verree & Conklin, Inc.
681 Market St.

LONDON
Mortimer Bryans
125 Pall Mall, S. W. 1

PARIS
Ray A. Washburn
5 rue Lamartine (9)

Four Media That



IF you sell at all in Oklahoma, one, two or all of these media are requisites of profitable selling.

The Oklahoma City market is dominated by the Oklahoman and Times, circulation more than 113,000 daily. And don't make the mistake that some advertisers make—the Oklahoma City market is not just Oklahoma City, population 100,000. It embraces a forty-mile radius, six sizable towns, scores of smaller communities, with a population of 375,000. Only these two newspapers are needed to get intensive coverage in this area.

But more than half of Oklahoma's people live on farms. And more than half of these people

Cover Every Nook of Oklahoma

read the Oklahoma Farmer-Stockman, a semi-monthly farm paper published entirely for Oklahoma reading. This one medium then, places your message in 140,000 farm homes, and these homes are those of the able-to-buy farmers.

Frequently with city, suburban and rural market covered thoroughly, there still is a factor that impedes success—the attitude of the retailer. In Oklahoma this too is easily influenced. Retail Selling, a monthly trade journal, is read by 5,300 of the state's leading retailers in all lines. It is an important factor in enlisting the support and active co-operation of those who actually sell your product.

Write for additional information regarding these media.

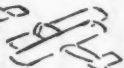
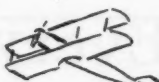
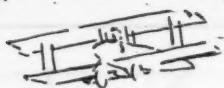
The
Oklahoma Publishing Co.
Oklahoma City, Okla.

Publishers, Daily Oklahoman, Oklahoma City Times,
Oklahoma Farmer-Stockman, Retail Selling

REPRESENTED BY

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO



**AT ST. LOUIS
OCTOBER
1 - 2 - 3**

**INTERNATIONAL
• AIR RACES •**

What an opportunity to impress St. Louis and her guests from everywhere - - right at the beginning of St. Louis fall festival season!

-and what a medium!

Globe-Democrat

ST. LOUIS LARGEST DAILY



How Westinghouse Air-Spring Sales Possibilities Were Broadened

A Radical Change in Selling Policy Wipes Out Unnatural Limitations

By August Belden

THE Westinghouse Air-spring Company, of New Haven, Conn., is passing through a very interesting period. Its old selling policy has been scrapped; a radically new one has taken its place.

The Westinghouse Air-spring was invented by George Westinghouse, the last five years of his life being devoted to its development. It belongs in the category of automobile equipment but due to the fact that its installation is a matter of skilled and precise workmanship it cannot be sold over the counter, like a horn or a windshield wiper. Besides this it is a high-priced, specialized article. Its price forms a definite sales resistance.

These two points made it necessary at the beginning for the company to go direct to the consumer. Branch offices were established in ten different cities. Each office maintained an installation and service department and each office carried its own staff of salesmen. In addition to these branch offices a number of garages or equipment dealers who had the mechanical means for installation were licensed as Westinghouse agents in their respective territories.

This plan was excellent for the introduction of the article but it seriously limited the scope of selling. In itself it was not sufficient to bring about a large volume of business. What was needed was the co-operation of forces outside of the company's own organization, especially the co-operation of the car dealer, the one man of all who could give the greatest sales help, because of his direct contact with the buyers of new cars. But the car dealer was not interested. He had no exclusive rights

and the company was competing against him. Besides this he was not attracted by the sliding scale commission allowed. If he found that a customer of his was willing to spend the extra money involved in the purchase of Westinghouse Air-springs he would be inclined to sell him some other equipment on which he made a larger commission and which was easier and quicker to apply. Therefore the company could not count much on dealer support; in fact it could count on just the opposite in some cases, that is, dealers actually advising against its purchase.

SALESMEN DISCOURAGED

This condition made selling difficult for the company's own salesmen. There was a sort of state-of-mind resistance against them. It tended to discourage them and this resulted in a heavy turnover in men. The selling expense was high, and in addition the company found that the limits of its sales possibilities were just about the limits of its own ability to sell the ultimate consumer without much help from outside sources. It was doing a retail business with wholesale equipment. Volume couldn't be built that way therefore something had to be done to enlarge the selling scope.

Obviously the man whose support should be obtained was the man who was selling cars. If he could be brought into line the company's business would immediately take on a real wholesale aspect and there would be no unnatural limits to its sales possibilities.

How to secure the car dealers' co-operation was the problem. To do this meant a radical change in

the entire selling policy. Heretofore no one had had the exclusive sales right for the Air-spring except a number of licensed agents scattered around the country, who made the installations and serviced their territories. The company believed that if it were possible to give the car dealers exclusive rights a part of the problem would be solved. But how could this be done? Every city had a large number of car dealers selling various makes of cars. One dealer could not be given the entire selling rights of any territory because he could sell only the man who bought his particular car.

The company worked out the situation in this manner. It developed an exclusive rights idea based on the rights given the dealer by the manufacturer of the cars he sold. For example: the Cadillac dealer has a certain definite territory in which he could sell Cadillacs and he has a right to all commissions on all Cadillacs sold in that territory. The Packard dealer the same and so on down the line of cars. The exclusive principle of the Westinghouse company was planned to parallel this system. Rights would be given to the Cadillac dealer, for instance, for commissions on every air-spring applied to every Cadillac in that territory which he controlled as a Cadillac dealer.

Another feature in the dealer's favor was the fact that no overhead expense was involved and he was not asked to carry any Air-springs in stock, also all installations would be made by the Westinghouse company upon order. He was, however, asked to sign a contract, the chief requirement of which was that he would feature the equipment and do all in his power to make sales.

A list of 5,000 car dealers accessible to installation and service stations was prepared and advertising material outlining the new exclusive rights policy was mailed.

The first dealer mailing was a folder which explained the new selling policy; told the story of the invention of the Westinghouse Air-spring; pointed out the de-

mand for comfort which it fills; outlined its marketing possibilities, and emphasized the profit to the dealer. Dealers were shown that by selling air-springs along with the cars they sold they would be adding to the life of the cars, adding to the comfort of their customers and reducing their tire and repair bills. In addition to money profits dealers would receive, they would add materially to their good-will account.

A QUESTION ASKED AND ANSWERED

In addition to a general outline, the company's new plan was presented in the form of a query: "If the question had been put up to you—How should this high-grade equipment be merchandised?" the company asked in a booklet, "what would you have recommended? We believe you would have answered as we have answered: Market it through established automobile dealers. Protect them on their own cars, absolutely. Recognize the car dealer's prior right to this improvement over everybody else among his customers. The particular group of car owners who look to him for advice on questions of equipment and operation grows with every car he sells. His judgment has already been accepted in the selection of the car and it will be invited and accepted continuously, if that first sale was a sound sale."

The second dealer mailing showed the trend toward comfort in motor cars and featured the favorable economic trend as an indication of greater sales for a product like Westinghouse Air-springs. It repeated the basic selling points brought out in the first folder and again emphasized the company's new selling policy of protection for the dealer on the car he sells.

This exclusive rights policy placed the relations between the company and the dealers on a sound basis and opened the way for real intensive selling effort. The next step in the solution of the problem of getting air-springs to the big car-owner market was

to prepare advertising material which would help the dealer present the proposition of Air-spring comfort to his customers and prospects.

The advertising program to car owners for this year consists chiefly of direct-mail literature that can be sent directly to prospects. General national advertising will not be attempted until after the company obtains a more thorough distribution of its product.

The direct-mail matter is prepared not to produce immediate return orders but to sell the idea of comfort and freedom from the jar of rough roads which a car is subjected to in ordinary driving and to impress upon the prospect the fact that he can obtain Westinghouse Air-springs from the dealer from whom he bought his car. A series of three illustrated folders was sent to a large list of prospects furnished by car dealers and branch offices of the

company. These folders featured common and disagreeable rough road incidents in motoring and explained how the Air-spring would eliminate such incidents. The copy is conversational, reproducing the emphatic language a man might use when hitting a bump in the road.

The object is to restore an atmosphere, to recall some past incident in a man's experience. When he receives and reads the folder he is probably resting comfortably at home, holes in roads completely forgotten. The illustrations and copy bring back happenings in his own driving.

The next important piece of mailing matter is a catalogue. This catalogue tells the complete story of Westinghouse Air-springs, illustrating the different types and showing methods of installation. The centre spread shows a picture of the car which a dealer sells equipped with Air-springs.

This made a rather complicated,

The George L. Dyer Company 42 Broadway New York

**Western Offices
76 W. Monroe St.
Chicago**



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

mechanical printing problem, because of the fact that fifteen cars must have representation. There were a certain number of Studebaker dealers, a certain number of Buick dealers, and so on. Centre spreads had to be worked out for each make of car. The Studebaker dealer must receive catalogues with the Studebaker spread, the Buick dealer with the Buick spread, etc. These spreads were also developed as separate mailing pieces which dealers could use if they did not wish to send out the complete catalogues.

Another important mailing piece was an illustrated letter which was sent to all users of Westinghouse springs, asking if the springs were giving satisfaction, describing the new models and suggesting that the light oil used in the winter be changed to heavier oil for summer, and stating that the Westinghouse service stations would be glad to do this work at a cost charge of three dollars. A postal card was enclosed for the customer's use in replying.

In addition to these pieces of mailing matter several small folders featuring various subjects were sent out from time to time. All exclusive agents are also supplied with a display stand which is a life-size model of the standard Air-spring with wings attached, making a replica of the company's trade-mark.

Previous to this change in the selling policy the percentage of outside sales and branch office sales were 60 per cent from branch offices and 40 per cent from outside sources. Today, six months since the change, the percentages are just the reverse: 60 per cent from outside and 40 per cent from the branches, with the total sales far ahead of last year. Indifference on the part of car dealers is changing to a definite and enthusiastic good-will.

R. G. Ewell with Wayne Tank & Pump Company

R. G. Ewell, recently advertising manager of the Auburn Automobile Company, Auburn, Ind., has become advertising manager of the Wayne Tank & Pump Company, Fort Wayne, Ind.

Marathon Oil Account for W. S. Hill Co. of New York

The Transcontinental Oil Company, Pittsburgh, manufacturer of Marathon petroleum products, has appointed the W. S. Hill Company of New York advertising agency, to direct its advertising.

The advertising plans of this company for next year will follow generally the same lines as in the past. PRINTERS' INK is informed by Walter P. Burns, sales promotion and advertising manager. "Stress will be laid on paint display and a posting campaign may be entered into," Mr. Burns said. "Local newspaper campaigns for distributors and dealers on Marathon motor oil will be conducted and newspaper campaigns on Marathon gasoline in those territories in the East and Middle West where it is distributed. A large part of the appropriation will be expended for signs, booklets, blotters and literature of various sorts."

The company has adopted a gallon package of special design, to be known as the Marathon Oilwell, which will be featured in almost all of the advertising.

Perhaps Some Advertising Woman Can Answer This

WM. T. MULLALLY, INC.

NEW YORK, Sept. 6, 1923.

Editor of PRINTERS' INK:

Have you any information in your research department as to the oldest piece of advertising matter written by a woman, the date of its publication, by whom written and how or from whom a copy of the advertisement might be obtained?

WM. T. MULLALLY, INC.
F. A. SEIDELL.

W. P. Lloyd Joins Henri, Hurst & McDonald

W. P. Lloyd, formerly art director of The H. K. McCann Company, has been appointed to act in the same capacity with Henri, Hurst & McDonald, Chicago advertising agency. Mr. Lloyd has been with the McCann organization for about six years in its New York and Cleveland offices.

The Brodie Company Adds to Staff

Harry Cohen and Max Doppelt, recently with the advertising department of the Chicago *Tribune*, have become associated with The Brodie Company, Chicago advertising organization.

With Calkins & Holden

Eugene O. Baird has been added to the art staff of Calkins & Holden, Inc., New York advertising agency. He was previously with Stanford Briggs, Inc., also of New York. At one time Mr. Baird was with the American Lithographic Company.

The Indianapolis News

is different



THE Merchandising Department is more interested in *supplying the facts* upon which a successful merchandising campaign can be built than it is in "landing" a schedule for The News. The News employs salesmen to sell space. The Merchandising Department has no concern except to analyze the market and assist the advertiser to make his campaign a success.

The Indianapolis News

Frank T. Carroll, Advertising Manager
 New York Office: Dan A. Carroll, 110 East 42d Street
 Chicago Office: J. E. Lutz, The Tower Building

Editorial

Editorial Strength is one of the most important factors to be considered in weighing the merits of any publication.

It is best measured by the force it exerts in behalf of its readers—the ordinary folks who subscribe to the paper for what it actually does for them.

Editorial Strength is another name for "consumer demand," "reader interest," "buying trend," or any other of the similar phrases we hear bandied about so freely.

In the case of the Capper Farm Press, editorial strength represents a definite influence in the lives of 1,500,000 farmers who read their section earnestly to keep posted on all information about Livestock, Dairying Crops and Soils, Building Equipment, Engineering, and Medical and Legal matters; and as many farm women who follow the Farm Home department carefully for advice on all questions pertaining to a better home life, and also the boys and girls, many of whom are members of Capper Pig and Poultry Clubs, and are now prosperous young livestock raisers.

Here is an influence that no advertiser with anything to sell to farmers can afford to overlook. Because the Capper Farm Press is published in eight individual and separate sections, it is distinctly localized. Because it has one ownership, aim and policy and is national in scope and coverage, it is a distinctly economical buy.

Service stations for advertisers where information concerning the wealthy market it covers may be secured, are maintained in principal cities. Investigate the advertising possibilities that the Capper Farm Press has to offer you. It is the First Medium in the First Farm Market.

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

Circulation 1,553,696

Sections—Capper's Farmer—Oklahoma Farmer
Kansas Farmer and Mail and Breed

Strength!

In those eighteen states comprising the richest agricultural market in America—Pennsylvania, New Jersey, Ohio, Indiana, Michigan, Illinois, Minnesota, Wisconsin, North Dakota, South Dakota, Nebraska, Oklahoma, Colorado, Texas, Arkansas, Iowa, Missouri and Kansas—are located more prospects to the square mile, than in any other territory.

The farmers in these states control 71 per cent of the agricultural wealth, they own 73 per cent of all farm owned telephones and drive 71 per cent of all farm owned motor cars. You will find them interested listeners to what you have to say.

Because the Capper Farm Press is read by 42 of every 100 of these farm families, you will find it the logical medium to reach this rich market. Published under one ownership, creed and policy, it is issued in eight separate sections. Eight separate editorial staffs and offices furnish Capper Farm Press subscribers a distinctly localized editorial service. At the same time, advertisers enjoy the economy and coverage of a national farm paper, because the Capper Farm Press goes into 1,553,696 farm homes.

Service stations for advertisers where specific merchandising information about this remarkable market may be secured are maintained at convenient points.

Head your list with the Capper Farm Press—it is the First Medium in the First Farm Market.



FARM PRESS

Marco Morrow
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.47

Nebraska Farm Journal—Missouri Ruralist

Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

What the
World's Greatest Advertising Buy
Can Do for You!

Another manufacturer, anxious to prove for himself the power of the American Weekly, ran a twenty-eight line test advertisement.

His ad carried a coupon, which read, in part:

"If your dealer cannot supply you, mail this coupon, together with ONE DOLLAR AND A HALF, and we will supply you direct!"

In response to which he received in cash MORE THAN THREE TIMES THE COST OF THE AD!

♦ ♦ ♦ ♦ ♦ ♦

4,500,000 families pay more each Sunday for the papers with which the American Weekly is distributed than they do for ANY other Sunday newspaper.

It DOES pay to advertise, and it pays best to advertise in the pages of the "World's Greatest Advertising Buy."


The American Weekly

A. J. KOBLER, Mgr.
1834 Broadway, New York

If you want to see the color of their money,
give them color, A. J. K.

Vigilance Committee Opposes Fake Oil Promoters with Advertising

Co-operating with Los Angeles Better Business Bureau through Advertising Space It Exposes Fraudulent Oral Salesmanship

SELDOM does the National Vigilance Committee of the Associated Advertising Clubs find it necessary to use advertising space. However, the committee recently faced a situation in California where publicity in all of its many phases was essential to a solution of the problem.

Through the use of truthful advertising as a means to combat untruthful advertising and sales methods, the committee was able to curb materially one of the most spectacular and peculiar oil stock promotion booms in the history of high finance.

Within the last year three large oil fields have been developed in California, two of them located near Los Angeles and Long Beach.

Due to the proximity of these fields to centres of great population, the oil stock promoters found that advertising, in terms of printed salesmanship, was not so essential to their success as it had been in the Texas and Oklahoma oil booms. Instead of using newspaper and direct-mail advertising, the promoters adopted the "Free bus ride and lunch method" to gain the interest of the public.

When the National Vigilance Committee, in co-operation with the Better Business Bureau of Los Angeles, first undertook its investigation of the situation, a dozen or more tourist buses, on an average, could be counted any morning on the streets bordering Pershing Square, Los Angeles, and Lincoln Park, Long Beach.

Solicitors standing on the steps of the buses made a direct appeal to passing tourists, who, intent on seeing the many attractions of California, the oil fields among them, proved ready prey for the promoters' schemes.

Arriving at the fields, the prospective suckers were herded in

Warning Against Fraud

Investigation by the National Vigilance Committee of the Associated Advertising Clubs of the World has uncovered widespread deception in the sale of oil stocks and units to the public of Southern California.

Many oil promotions in California are being conducted in an honest and honorable manner, but the methods of many others are very questionable.

As a protection to the public of Southern California, we propose to tell in a series of newspaper announcements, the real truth about conditions surrounding the offering of stocks and units in oil promotions in Southern California.

The first expose will appear in this newspaper, Monday morning, August 13.

The public will find it profitable to read these exposes of the various methods of deception in the sale of oil securities, as they are presented in the various newspapers of Los Angeles.

**Better Business Bureau
Advertising Club of Los Angeles, Inc.**

THE OPENING ADVERTISEMENT IN THE FIGHT AGAINST PROMOTERS OF FAKE OIL STOCKS IN CALIFORNIA

tents, where, following a free lunch, ballyhoo lecturers and high-pressure salesmen used all the tricks of their trade to break down sales resistance.

When it came to nipping the deception among these bus and tent oil promoters, the Vigilance investigators met many unusual obstacles. Practically all of the representations made were oral. Indictments and prosecutions based

solely on oral representations seldom result successfully; and in addition to this the Post Office Inspectors soon learned that it was difficult to establish use of the mails in a scheme to defraud by reason of the limited amount of direct-mail advertising being used by the promoters.

Although a considerable number of indictments and prosecutions eventually will come out of the California situation, the National Vigilance Committee and the Los Angeles Better Business Bureau wanted quick action because it was apparent that much money was being taken from the public by the tent promoters.

A campaign of newspaper advertising was mapped out, covering a period of three weeks, with provisions for follow-ups if the effect was not satisfactory.

A series of six advertisements, following a preliminary announcement, appeared in all Los Angeles and Long Beach newspapers. The copy was run over the name of the Better Business Bureau of Los Angeles because of the greater weight it was felt a local organization would carry in the community.

The effect was almost electrical. Within a week the number of oil buses around the two parks in Los Angeles and Long Beach had decreased 90 per cent, and the few remaining were having an apparently difficult time to secure enough tourists to make it worth while for them to run to the fields.

The Advertising Club of Los Angeles added its support to the campaign, advertising copy for which was prepared under the supervision of A. Carman Smith, president of the club.

Frequently it has been said that stock promoters fear publicity equally as much as they fear prosecution, and the experiment tried by the National Vigilance Committee in California would seem to bear this out. William P. Green, associate director of the committee, who was in charge of the investigation in California, said on his return to New York

from Los Angeles that the results secured were an indication of the possible use to which advertising may be put by Better Business Bureaus throughout the country in curbing specific abuses that tend to undermine the confidence of the public in printed salesmanship.

Plans a Campaign from "Printers' Ink" Information

J. G. CHERRY COMPANY
CEDAR RAPIDS, IA., AUG. 31, 1923.
Editor of PRINTERS' INK:

Your letter received, enclosing list of articles having appeared in your *Printers' Ink Monthly* and PRINTERS' INK, and thank you for your prompt compliance with our request.

We are pleased to advise that we did find the information we wanted in some of the articles to which you referred us, and are going to use this information as the basis for an advertising campaign in the dairy trade papers, outlining to our trade the function of the jobber and reasons for his being a natural and necessary part of distribution.

J. G. CHERRY COMPANY.

Hine Publications Sold

The *Insurance Law Journal*, *The Workmen's Compensation Law Journal* and "Hine's Book of Forms" have been sold by the Hines Publishing Company, New York, to The Underwriter Printing & Publishing Company, also of that city, and publisher of *The Weekly Underwriter*.

The *Insurance Law Journal* will be continued as a separate publication by a syndicate headed by L. Alexander Mack, president of The Underwriter Printing & Publishing Company. *The Workmen's Compensation Law Journal* will be discontinued and its circulation merged with *The Weekly Underwriter*. "Hine's Book of Forms," an annual, will become a department of *The Weekly Underwriter*.

G. A. Wacuser with "Texas Contractor"

George A. Wacuser has been appointed advertising manager of the *Texas Contractor*, Dallas, Tex. Mr. Wacuser was formerly sales promotion manager at Kansas City, Mo., of Montgomery Ward & Company, and more recently was advertising manager of the Bunting Hardware Company, also of that city.

Allyn J. Marsh with New York "Tribune"

Allyn J. Marsh, recently with the advertising staff of the *New York Times*, has joined the graphic advertising department of the *New York Tribune*.

*A Letter
to Mr. Crowninshield
from Rube Goldberg*

In a recent issue of Vanity Fair there was a story about cartoonists. My name was not even mentioned. This is sufficient testimony to the high standards set by the aristocrat of magazines. I read Vanity Fair every month and enjoy it, even when I don't understand what it is talking about. I love it, no matter what it may think about me.

R. L. (Rube) Goldberg

Some Advertisers who also think
pretty well of Vanity Fair

LAFAYETTE
GORHAM
JOHNS-MANVILLE SHINGLES
LAMBEKT PHARMACAL CO.
IVORY PYRALIN
STEPHEN F. WHITMAN &
SON

VANITY FAIR

One of the Condé Nast Group

Aunt Jemima of Pancake Fame Killed in Chicago

A LAUNDRY truck and a doctor's automobile smashed in Chicago a few days ago. It was one of those common accidents that happen daily and are promptly forgotten in a score of American cities. But as result of this crash "Aunt Jemima" is dead. The aged colored woman whose pancake ability and recipe were advertised all over the world was on the sidewalk at the time of collision and one of the cars struck her down.

In 1893 at the time of the Chicago world's fair, R. T. Davis, of the Davis Milling Company, St. Joseph, Mo., engaged Mrs. Nancy Green to demonstrate a flour for pancakes that he manufactured. She had come from the South years before and had won a wide reputation for her skill as a maker of pancakes. Her success at the Chicago fair led to a long engagement as demonstrator with the Davis company. For twenty years she traveled the country working at fairs and expositions as the real-life "Aunt Jemima" who had become familiar to the public through the company's advertising.

In 1914 the Davis Milling Company became the Aunt Jemima Mills Company. Other companies manufacturing pancake flours and other products adopted trade-marks similar to the "Aunt Jemima" picture and a number of important suits resulted from confusion among the various marks. The property right in the "Aunt Jemima" trade-mark became well recognized in the eyes of various courts as being a valuable one. In at least four cases the Aunt Jemima Mills Company restrained other companies from using the name "Aunt Jemima" or the picture of a colored woman calculated to produce confusion in the minds of purchasers.

The Davis Milling Company originated the Aunt Jemima trade-mark in 1889 and registered it in 1890. Mr. Davis did not engage Nancy Green for demonstra-

tion work until the World's Fair in 1893, but her name and fame as Aunt Jemima were widely known in the Middle West for several years before that date and there is little doubt that she was the original of the trade-mark. The "Aunt Jemima" picture and ingredients have been registered in over forty foreign countries, but "Aunt Jemima" herself objected to displaying her skill outside of the United States. At the time of the Paris exposition she refused all inducements to go abroad, fearing that she might die on the ocean.

Spring Campaign Planned for Superior Drills

In accordance with its usual advertising policy, The American Seeding-Machine Company, Inc., of Springfield, Ohio, maker of "Superior grain drills," will conduct a campaign in farm papers that will start about January 1 and continue through the spring. PRINTERS' INK is informed by Frank S. Anthony, foreign sales manager.

In the 1923 campaign fifteen farm papers were used. All the advertising focused the attention of the farmer on the vital importance of proper seeding, with the point made that this was a certainty with the reliable Superior grain drill. Further instruction on better seeding was offered the farmer in a booklet entitled "Drilling for Gold," which was mailed on request.

"Indiana Farmers' Guide" Sold to B. K. Rankin

B. Kirk Rankin, publisher of the *Southern Agriculturist*, Nashville, Tenn., has purchased the *Indiana Farmers' Guide*, Huntington, Ind.

William G. Campbell, executive secretary of the Agricultural Publishers' Association, Chicago, has resigned, to become general manager of the *Indiana Farmers' Guide*. Mr. Campbell was the founder and for many years publisher of *The Fruit Grower* of St. Joseph, Mo., which was merged with the *American Fruit Grower*, Chicago.

E. P. Newins Joins Stewart Motor Corporation

E. P. Newins, formerly in charge of sales promotion for the Graham Brothers Motor Truck Company, Detroit, has joined the Stewart Motor Corporation, Buffalo, in a similar capacity.

Joins Chicago Staff of "McCall's"

Lloyd M. Clark, who for the last year has been office manager of the McCall Company at New York, has joined the Chicago sales staff of *McCall's*.

Mystery!

Three outstanding writers of mystery stories have developed in our generation. Of the three, I like Arthur Somers Roche best. He not only weaves fascinating mystery but deals with love and hate and other human emotions humanly.

Take his new novel, "Persons Unknown," beginning in the October number. I've never met, in a story, a more likable young woman than Ruth Balfour. She's a peach. And when you suspect—as she begins to suspect—that her husband murdered the man to whom she had been engaged, you realize the terror of a girl of that sort in a position of that sort.

You can't help liking that husband, either. He's a good scout. But he certainly has done a lot that needs explaining. He may be able to do it, but I don't quite see how. And, inasmuch as Mr. Roche is holding back his last installment until the others are all in type, none of us will know till later.

EDITOR.

The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel and Druggist.

Cosmopolitan

Fiction Interprets Life

35 Cents

America's Greatest Magazine

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMESFAHRE

Business Manager

J. J. BARNETT

Western Sales Manager



William G. Shepard
Author of

How to Tell a Good Store

ONE reason why The Elks Magazine makes such a definite appeal—aside from the fraternal—to 2* out of every 5 dealers in towns of 5,000 to 75,000 is because it so frequently features business articles of practical worth.

An example:

In the September issue William G. Shepard reveals the secret of "How to Tell a Good Store", throwing the cold, hard light of fact on a topic close to the pocketbook of every executive concerned with moving stock off dealers' shelves. A practical guide for shoppers—and for shippers.

QA suggestion: Have your credit man write us for reprint privileges.

*We have their names, ratings and addresses.

Sept. 13, 1923

PRINTERS' INK

39



*Henry Irving Dodge
Author of "Skinner's
Dress Suit" and*

Skinner and the Kill-Joys

MR. Erskine, president of Studebaker Corporation of America recently delivered a powerful address on the causes of economic unrest and suggested as one of the remedies the elimination of pessimistic gossip.

This story by Henry Irving Dodge is an example of what publishers can do in furthering the principles laid down by Mr. Erskine to solve this perplexing economic problem.

The Elks

Magazine

850,000 identified circulation

—newspapers are reservoirs

of unlimited power.

Daily Newspapers reach everybody, everywhere, all the time.

More merchandise is sold through advertising in Newspapers than in any other media.

Selling goods day after day.
Crowding stores. Moving stocks.
Cleaning shelves. Increasing turnover.

Telling news, selling goods and nothing more.

Advertise in cities where you have distribution and where you can sell your goods at a profit.

Tap these local reservoirs. You will find them an incomparable sales force ready to be harnessed for your product wherever and whenever you wish.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

A Sales Manager's Ten Rules for Letters to Salesmen

The Philosophy Back of a Letter Is What Makes It Ring True

By Roger Davis

A MAN who was, until a few months ago, the sales manager for a good specialty house has recently been made vice-president and general manager for a large and better-known concern in the same field.

It has been said that he secured his advancement because he could write sincere and friendly letters to his men on the road. The story of his success relates how one of his salesmen showed a letter he had just received, to a fellow traveler as they sat one evening in the lobby of a third rate hotel in a little Southern city. The other man had just received a "do it now and do it quick" letter from his boss. The difference was so startling that he asked permission to copy the other man's letter, which he showed to his own sales manager and several of the sales force the next time he was in town.

The sales manager retired some six months later and the president, looking around for a new man, asked several of his salesmen about other sales managers. The letter was dug up. The writer of it succeeded the man who had retired, with the added job of vice-president.

I tried to get a copy of this letter and several others he had written last week. But he told me I'd have to call him "Mr. Jones" and not publish his letter. "That letter and the rest were just personal letters that contained some sincere friendliness," he said, "and there would be no future effectiveness to them at all if they were made public. But I will tell you a few principles that have helped me in writing them. They are simple, obvious rules laid down by me for myself, but if you want them, here they are."

I have summarized his rules and

some of his comments concerning them and I shall endeavor to relate them here in the manner in which he gave them to me:

(1) *Never write a letter when you're mad or in a hurry.*

It often happens that the sales manager gets a call-down from the big chief. It is the natural thing in such a case to pass the call-down on as quickly as possible. I used to make the mistake of adopting "do it now" as a motto no matter what mood I happened to be in. I would be called to the front office, told what was wrong with me and my job and I would relay it on to the men in the field in as quick a manner as possible. I came to realize the injustice of that course of action. Poise is one of the qualities a sales manager must have. I have trained myself not to write until I am sure my attitude is friendly. I keep turning the matter over in my mind until I know that my mood toward the salesman is calm and helpful. Then I write my letter, not before.

(2) *Never try to be clever or sarcastic in a letter.*

There are times when a clever opening or a clever paragraph in a letter helps make sales. It is all right to try cleverness in form letters, but I think that the attempt to be sarcastic or clever has hurt more letters from a sales manager to his men on the road than almost any other quality. It is so easy to strike a sour note in a letter. When I am tempted to do this I immediately remind myself that it was my own fault. I hired the man and sent him out as a sample of my ability to pick and train a man for that particular job. If, and when, he falls down in the territory, my reputation as a sales manager is at stake even more than his reputation as a

salesman. We are both up against it, the salesman and myself, if the records in any territory fail to show up. Between us we must work out a solution. My letter, therefore, must first of all try to find out what is the obstacle to the salesman's progress and then to help him overcome that obstacle. My letter must be earnest and friendly, not flippant and clever.

(3) *Don't over-congratulate.*

It is almost as easy to over-congratulate a man as it is to call him down too hard. I again apply my rule of allowing the matter to cool off. If, after a particularly good piece of business, I rush to the dictaphone or stenographer and pour forth a fervent letter of congratulation, I am apt to hurt the salesman's future sales. What he does the day after he has won a sales victory is just as important as what he did to win it. Congratulations, therefore, should be mixed with caution. The pace must be kept up and continually improved. The salesman's success is my success. It should be "we" in good times as well as in bad. A certain amount of praise is as necessary and refreshing to salesmen as a sparkling spring at the side of a dusty road. But there is no more use in slopping over in praise than in picking on men with petty blames.

(4) *Don't write periodically.*

I gave up the weekly ginger letter about fifteen years ago. The idea of having a form letter for each week for fifty-two weeks in the year broad enough to meet every problem from a case shipment of hosiery to such emotions as pride in the job and loyalty, is too big a single order for me. I have abolished machine-like form letters. I believe it is my job to write a man when he faces a certain problem. First of all I must plan my letters on the basis of my knowledge of the man so as to have him tell me his problem. Then I must help him solve it. This problem is passed on to other men as a general one. In this way we compile our sales manual, by treating the common-

est objections which are met with in the field and solving them in the light of the experience of all the men. My men in the sales force are not machines so I can't handle my letters to them in a machine-like manner. I may want to write one man three letters in a week and another man one letter every three weeks, which brings me to my next rule.

(5) *Classify your men.*

It took me several years to come to the obvious conclusion that every man was a problem in himself. He was a human being with the desires and faults of a human being and I should handle him as such. Later on, I discovered that I could make classifications of my men. While each one was an individual, working in his own way, they seemed to divide into three or four groups. I made it my business to know each man well before he was sent out and to know which general group in my own mind he fitted in. These classifications are arbitrary and personal with me, but I have been able to get group photographs in five different classifications and when something is passed on to me to pass on to the men, I change my letters to fit each group, continually refreshing my mind and visualizing my men by referring to the group photographs in my desk.

(6) *Can the cant.*

If my letters are to have the ear-marks of friendliness and sincerity I must avoid certain cant phrases and expressions. I have a list of them, and every once in a while I look them over to see if any of them have been appearing in my letters recently. You know some of the phrases yourself. It is so easy when dictating to say "I note with surprise" or "I beg to remain." These phrases, and a large list of them can easily be compiled, are worse than useless. They add to any letter a stilted and insincere note. They rob a written communication of friendliness and sincerity. They should be thrown on the scrap heap.

(7) *Let the letters run.*

I know that it has become



LADY WARWICK

THE Countess of Warwick contrasts Victorian morals with today's in the September Harper's Bazar. Even in Victorian days Harper's Bazar was presenting the mode to the gentlewomen of that period just as today its appeal is to the smartest women in every community. But, whether or not it has anything to do with morals, the smart woman of today spends ten times as much as her grandmother—a fact which advertisers in Harper's Bazar thoroughly appreciate.

Harper's Bazar

2/6 IN LONDON

50c

6½ IN PARIS

rather the form to write short and snappy letters. I believe this is a mistake. While letters should not be long-winded, they should be long in ideas and packed full of friendliness. A short and snappy letter is apt to have exactly that effect—short and snappy. Short sentences and short and snappy paragraphs are those used to denote anger and excitement. These are not the qualities I wish to arouse in my letter so I try to make my paragraphs and sentences well rounded and calm. Enthusiasm and loyalty are the qualities I am after. Enthusiasm in the letter is typically associated with wide lines, single space, long paragraphs; in short, a long letter. I do not believe in letting brevity become a task master which cuts all feeling, friendliness and fullness from my letters. I let each one of them run until I have said what I want to say and then I try to let it end just as naturally as it began.

(8) *Use some illustrated letters.*

I have long been of the opinion that the illustrated letter should not be used only for the dealer to mail out to his list of customers or to be sent to a selected list of big prospects. Illustrated letters are often very valuable to relieve the monotony of long typewritten screeds. Many ideas are possible of illustration. A good artist can make a pen-and-ink sketch of an idea and an attention-getting new letterhead is ready. This can be used for individual letters, translating the idea to each salesman personally.

(9) *Make a call-down specific.*

It is often necessary to point out to a salesman his weakness. The call down is the rock upon which so many letters are wrecked. In a natural desire to be kindly, it is easy to talk in generalities which defeat the purpose of the letter. Such attempts for gentleness at the expense of clearness remind me of the matron who wanted to tell her maid that she didn't clean the furniture carefully. She called Annie into the dining-room and said, "Look at this, Annie, I can write my name in the dust on this table. Watch

me." Annie smiled pleasantly and said, "It certainly is a fine thing, ma'm, to have a good eddication!" If the salesman is off the reservation and it requires four telegrams in one day to find where he is, it isn't enough to tell him to show more team work or loyalty. He should be told specifically how his actions have mixed up the home office. If he fills out the blank showing expenses for the thirty-first of September, it isn't sufficient to plead for more honesty. A letter to the point will save much correspondence, hard feelings and confession.

(10) *Let the wives help.*

A volume could be written under this head. Most of my salesmen are married. Almost without exception my best men have the most helpful wives. Many a good man in our company has lost out because his wife was the wrong sort. I feel it is up to me to know the wives and write an occasional letter to them. It is a delicate job, but a profitable one if done right. It is a standing rule in our company that if a man on the road gets blue or sick the company will pay for his phone call home. With the wives helping, it is up to me to help them help their husbands. I tell them about new products we are bringing out, about sales contests and dealer helps and I ask their advice on all sorts of questions without overdoing it. I consider the plan valuable and important.

"These ten rules are not inclusive," he told me when he had ended here, "but," he added, "I can assure you that I have found them helpful."

Selling the Outdoors Sells Electrical Appliances

Selling the outdoors to mothers and selling fathers on the idea of more outdoors and playtime for mothers is the indirect method adopted by The Apex Electrical Distributing Company, Cleveland, Ohio, in its autumn national magazine advertising, to sell more of its products, the Apex cleaner, Rotarex Kook-Rite, Rotarex washer, and Rotarex ironer. A direct-mail campaign to dealers is being made calling attention and urging tie-ups with this advertising program which includes full pages in two colors in several national and women's publications.

Behind the front office they are all machine shops

MOTOR CAR or Pullman car, electric motor or elevator, locomotive or limousine, steam shovel or sugar machinery—if it's manufactured from metal, it has to be made in a machine shop.

Go back of the front office into the works—every machine shop faces the same general problems, uses largely the same shop equipment. So naturally the manufacturing executives—the men who do the buying—read the same paper.

AMERICAN MACHINIST

known for 45 years as the Market Place of the Machinery Industries.

If the machine shop uses your product—paints, lubricants, compressors, motors, machine tools, small tools, material handling or other shop equipment—advertise it adequately in the



American Machinist

Tenth Ave. at 36th St., New York City

THE MARKET PLACE OF THE
MACHINERY INDUSTRIES



Tell It to SWEENEY

—the ready buyer

HAVE you ever noticed that a wad of bills on your person makes you far more susceptible to spending than the same amount deposited to your credit in the Steenth National?

The saloonkeeper of another day found that converting salary checks into currency somehow stimulated business. Many national advertisers engaged in more worthy businesses today do not realize the relation of ready money in prospects' pockets to increased volume of sales; that the dollar in hand—or hose—for sales purposes is worth ten in safe deposit. Ready money is perhaps the greatest subjective sales agent in human nature. The pregnant purse succumbs to sales effort *easier* than the provident pass book. Sweeney's pocket-book reacts to the advertising appeal *long before* Stuyvesant's paying teller.

* * *

SWEENEY, the average man, steps up to the barred window on Saturday and receives a little manila envelope of currency; or he slides his semi-monthly check across the bank counter for exchange into cash. With money jingling in his jeans, Sweeney feels a thrill of power that even the largest bundle of coupons never brings to a Stuyvesant. His wad of wealth creates a *consciousness of capacity to purchase*—a consciousness exceeding possession of gold mines in Ophir, shares of steel, or rich but mortal relatives. When

Mrs. Sweeney does her Saturday shopping, her hand-bag holds cash—and definite concepts of what the cash will accomplish. From capacity to consummation is a quick step with the Sweeneys.

Ready money permits the Sweeneys to obey their impulses, accede to their desires; to follow fashions and adopt fads; to buy silk shirts and summer furs, ice cream cones and fireless cookers; to contract marriages, and for the education of children, the ownership of homes, cars, diamonds, vacuum cleaners, pianos, phonographs—which more ready money will pay for!

The Sweeneys—and most of the world—live on ready money, from pay envelope to consumption. Regular infiltrations of income make them the best prospects in this world for almost anything. When advertisement or shop window tempts, the selling process is a short circuit. And advertising to the mass market, where the gap between creating desire and ringing up the sale is shortest, is most efficient and least expensive.

* * *

TELL it to Sweeney in *The News* and get business now! Bring home your New York advertising dollar before it grows a compound interest beard.

Here you have the largest, richest, most compact sales territory in the world; and a medium to get maximum action from such a market at minimum expense—the largest morning circulation in America, 688,577 copies, August, 1923, daily average, and 96.5% concentrated in New York City and suburbs. Get the facts.

The Sweeney series has been issued in folder form. Write for the full set.

THE NEWS
New York's Picture Newspaper

25 Park Place, New York

Tribune Bldg., Chicago



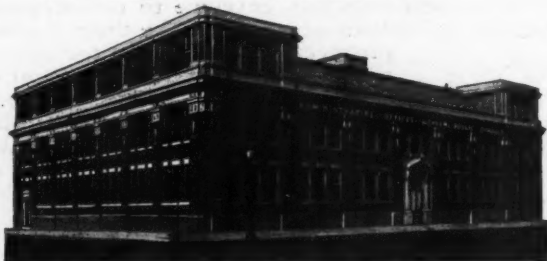
Over \$19,000,000.00

*will soon be spent in Denver
and vicinity for three public
improvements.*

MOFFAT TUNNEL—a six-mile bore thru the main range of the Rockies. Preliminary work started. To cost \$6,720,000.

DENVER'S WATER SYSTEM—to be improved to the extent of \$6,500,000.

PUBLIC SCHOOLS—\$6,150,000 has been appropriated for building of new schools. Construction will start in very near future. A \$2,350,000 school building program has just been completed. Below is shown the new Administrative office building of Denver's Public Schools.



Denver is growing rapidly and is a heavy buyer—this city is the hub of supply and demand for the Rocky Mountain West, serving millions of people in this vast region.

National advertisers will be well advised to concentrate on Denver during the next two years.

THE ROCKY MOUNTAIN NEWS

(Every morning)

and

The Shaffer Group

THE DENVER TIMES

(Every evening except Sunday)

are the logical papers with which to cover Denver and surrounding territory.

Representatives

VERREE & CONKLIN, INC.

300 Madison Avenue - New York City
Steger Building - Chicago, Ill.
Free Press Building - Detroit, Mich.

R. J. BIDWELL CO.

742 Market Street - San Francisco, Cal.
Times Building - Los Angeles, Cal.

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Land Banks Discuss Advertising Plans

HOW advertising can help sell the Joint Stock Land Banks and their bonds to the American public proved to be the focal point of discussion at the recent fifth annual meeting of the American Association of Joint Stock Land Banks in Chicago. Practically every speaker on the program stressed the necessity of an educational campaign on the part of the banks to make the system better understood. At the close of the three-day session it was recommended that a committee be appointed to present a plan of advertising to the association at its mid-winter meeting.

"Farm mortgage bankers have not given up hope of amending the federal farm loan act," R. P. Cravens, vice-president of the Kansas City Joint Stock Land Bank, told the association at its opening sessions. "Several bills have been introduced in Congress to abolish the joint stock land banks. It is almost certain that additional legislation directed against these banks will be brought up at the next session. There is much educational work to be done. Co-operation with bond houses and bankers is becoming more and more a matter of vital importance."

Various other speakers pointed out that in spite of the recent growth of joint stock land banks there was hardly a bank in the association that could not handle double the volume of its business of the last year. The joint stock land bank is still confused with the Federal land bank to the former's disadvantage, members of the association reported. Besides this the public needs advertising to tell them the reasons why joint stock land banks' bonds must remain in the tax exempt class of securities.

Following the convention sessions an open discussion was held on methods for improving the market for joint stock land bank

bonds. The association had invited a number of representatives of banking and bond houses to attend this conference and to express their views. William H. Maxwell, Jr., vice-president of the Metropolitan Trust Company, New York, voiced the opinion that advertising was the only means of getting the fullest co-operation from the banking house. "The Joint Stock Land Bank system is still new and many houses that make a secondary market for your bonds are not thoroughly familiar with it. You cannot run any new organization at express train speed but you can hasten your progress by advertising the facts that you have at your disposal. Where you are in competition with the bonds of industrial companies and railroads and where the banking house makes a larger commission on the bonds there is no market for land bank bonds.

"Advertising will create a market for your bonds that the banking house will have to recognize if you will advertise directly to the public. You can create such a responsive market that any banking house will be glad to handle your bonds at the commission you can afford to pay."

Guy Huston, president of the association and president of the Chicago Joint Stock Land Bank, indicated that he would appoint a committee soon to present an advertising plan at the meeting of the association to be held in Washington this winter. C. L. Harrison of the Southeast-Missouri Bank of Cape Girardeau, Mo., will be chairman of this committee.

Campaign for "R & W" Suitings

A campaign is being conducted by Rosenwald & Weil, Inc., Chicago, to advertise its line of suitings which are sold under the trade name "R. & W." Max J. Heep, sales and advertising manager, informs *PRINTERS' INK* that business publications and direct-mail advertising are being used in this campaign.

The company recently made application for registration of the trade-mark "Pilgrims" for use on mill finished worsteds.

A Story of the Market Expansion of a Southern Baker

From an Original Appropriation of a Few Hundred Dollars the Gardner Bakeries of Norfolk Are Spending over \$100,000 in 1923

IT is always interesting to watch a firm that, by means of a good product and consistent courage in advertising, has been able to outgrow its original home market.

The recorded history of advertising is able to point to a long line of such successes from the days when Milo C. Jones made his dairy-farm sausage a nationally known delicacy and the product made by a local druggist became Pompeian Massage Cream, until more recently Elmer Dittmer, of Williamsport, Pa., started to make Cromar known through a wide territory.

Every year produces numerous examples of local druggists, candy makers, machine shops, furniture plants, household appliance makers and even lumber yard owners who have expanded a local reputation to their own profit and the benefit of a larger number of consumers.

This article tells of a local cake baker who, starting on a side street in a Southern city with a recipe, a willing cook and courage more than ordinary, has built a business with wide distribution east of the Mississippi River.

It was a little over fifty years ago in a small building in Norfolk, Va., that the late John W. Gardner started to market Gardner's cakes. In those days cooking was a fine art and recipes were treasured possessions, handed down from mother to daughter, and sometimes exchanged among good friends. Many of these recipes had been worked out by old Southern Mammies, who, using fresh country eggs and fine butter, made the most delicious cakes by mixing the dough in great yellow bowls by hand. It was one of these old Southern Mammies who worked out the recipe for the cakes that Mr. Gardner started to sell in his little shop on a side street.

At first, neighbors were the only

customers, but gradually the fame of the home-made cakes spread until finally many Norfolk citizens came to the little store to purchase rather than make their own. This demand gradually turned a little retail store into a big business. Customers kept asking their grocers to get Gardner's Home Made Cakes for them. The grocers wanted to comply, so Gardner had to build a new and larger bakery.

The founder's son, W. A. Gardner, then came into the business, and with hand carts for delivery purposes, the trade of the little bakery started to grow. Demand spread out beyond the original market, as people told about the cakes they had bought and liked.

SCATTERED CONSUMER DEMAND WIDENS DISTRIBUTION

This word-of-mouth advertising proved a great stimulant to the little business. Former residents of Norfolk, moving to other parts of the country, persistently asked their local dealers for the cakes, in Georgia, Florida, South Carolina and as far north as Baltimore. It became necessary to build another and still another addition to the original bakery. With resources at hand for big production, a salesman was put on the road and more orders came in. But with production capacity greatly stimulated, with a product which had proved itself wherever tried, it became apparent to the owners of the business that it was time to stimulate and keep steady the demand by telling an ever increasing number of people about Gardner's Cakes.

A small initial appropriation was voted. The officials of the company, after consideration, believed that the appetite appeal that had made the cakes famous up to this point, should be the



Nine cereals are advertised in Minneapolis. Five use The Journal exclusively, three favor The Journal, and one—the smallest—divides his lineage equally. The Journal's lead this year is 24,789 lines or 71.1%.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

thing stressed in the advertising. Street-car cards in color were decided upon as a tryout method. This advertising started some fifteen years ago. At first a very small appropriation was used, then a larger appropriation of \$5,000 was made; the following year this was increased to \$10,000, and the appropriation next year to \$15,000.

Gardner force in the spring of this year. Fifteen portfolios containing reproductions of the street-car and newspaper advertising were furnished to the salesmen calling on the trade; 2,000 folder notices containing reproductions of both kinds of advertising, package inserts, window displays, and other dealer helps, were mailed to a



ONE OF THE CAR CARDS, ORIGINAL IN COLOR, THAT HELPED SPREAD THE FAME OF GARDNER'S CAKE

During this time sales increased in each locality where advertising was used.

In 1920 a large new plant was built in Baltimore. As sales increased the advertising increased, until for 1923 the sum of \$100,000 is being spent for street-car and newspaper advertising.

In over fifty cities these two mediums are carrying the message of Gardner's Cakes to millions of people. From the original hand-cart delivery system, today there are more than sixty-five distributors, most of them master bakers in their own towns, selling these cakes on their own delivery systems of from three to fifty automobile trucks each.

From a single salesman there has developed a sales force of ten field men whose territory is so arranged that once every two weeks each spends at least one week with one of the distributors. These men are used both as missionaries and salesmen.

Philadelphia was invaded by the

list of representative retail grocers in the city, and the last page of the folder was a reprint of a Gardner advertisement gummed at the top, ready to be put up in the grocer's window.

As each city was added the merchandising departments of the local street railways and newspapers were used in order to get every new retailer to tie up with the advertising being done by the company in that locality.

At the present time ten different varieties of cake, varying from the plain and marble varieties to such fancy names as "Chocolate Marshmallow" and "Caramel Banquet" are being made by the company.

H. E. Phelps, Secretary, Brennan-Eley Company

H. E. Phelps, formerly with Williams & Cunyningham, Inc., Chicago, has been appointed secretary of The Brennan-Eley Company, advertising agency of Chicago. He was also at one time with the J. L. Kraft Bros. Company, Chicago, manufacturer of cheese. Mr. Phelps will have charge of copy direction and service.

Which magazines

*reach the greatest percentage
of possible consumers of
your product?*



IN one of our large middle-western cities an intensive analysis of the readers of forty-four leading magazines has been completed by the J. Walter Thompson Company.

The purpose of this investigation was two-fold—to determine, so far as possible, the quality of circulation supplied by individual magazines and also the percentage of duplication among them.

The scene of the investigation was Cincinnati, its suburbs, and the adjacent cities—enclosing within their boundaries over 500,000 people—selected as typical of the country at large—an area large enough to be indicative yet not too large for thorough treatment.

The method pursued was simple—but direct and accurate. Up-to-date circulation lists were furnished by the magazines; and a staff of checkers checked the name and address of *every subscriber* to the forty-four magazines against the latest city directories.

These directories are published annually, and give not only the names and addresses of the citizens of Cincinnati and adjacent cities, but also

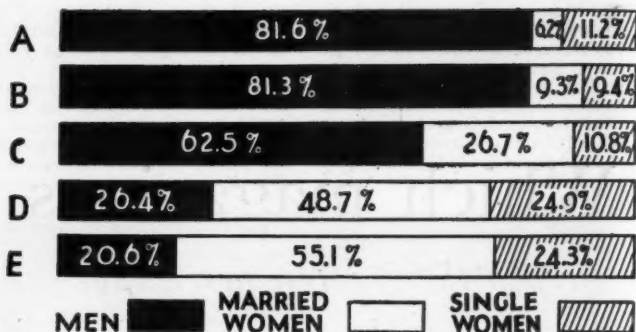


CHART 1. Showing the relative proportion of men, married women, and single women among the subscribers of each of five general magazines.

their occupations—if in business, the kind of position held. The directories list, too, in most cases, the relationship between members of a family.

Against these directories a check was made of the sex of each reader; the occupation—and position when in a company—of the reader or principal members of the reader's family; and finally, the women were checked as single or married.

When this was completed—when each subscriber on the lists of the forty-four magazines was checked—then came the work of counting and classifying the names of the readers—78,933 in number.

Classifications were made that gave for each magazine:

The percentage of subscriptions addressed to men

The percentage of subscriptions addressed to married women

The percentage of subscriptions addressed to single women

The percentage of subscriptions addressed to institutions

Next was made an intensive classification by occupation; each subscriber to each magazine was recorded under the proper sub-division in one of the following groups:

GROUP I	GROUP III
<i>Executives</i>	<i>Laborers</i>
<i>Professionals</i>	<i>Transportation employees</i>
<i>Merchants</i>	<i>Teamsters, Chauffeurs, etc.</i>
<i>Commercial Travelers</i>	<i>Personal Service employees</i>
	<i>Dressmakers</i>
	<i>Public Service employees</i>
GROUP II	GROUP IV
<i>Clerical workers</i>	<i>Institutions</i>
<i>Skilled workmen</i>	

These several classifications of readers served to answer the first purpose of the investigation: to determine the quality of circulation supplied by each of the forty-four magazines in this area. It gave the proportion of men to women readers—

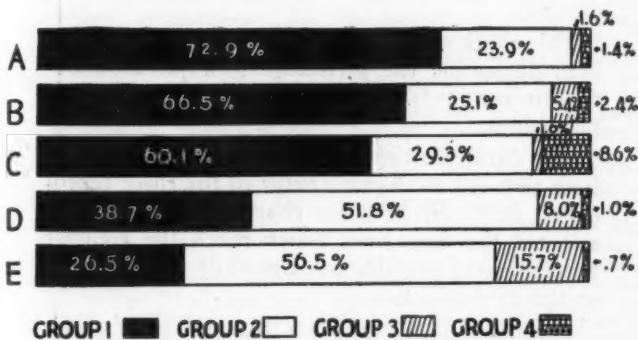


CHART 2. Here the readers of five general magazines have been separated by occupation into four groups—showing the relative proportion of readers in each group of each magazine.

Group 1 includes executives, professionals, merchants, commercial travelers

Group 2 includes clerical workers and skilled workmen

Group 3 includes semi-skilled and unskilled laborers

Group 4 includes institutional circulation

(Where the subscribers are women, they have been grouped either by their own occupation or the occupation of the principal member of their family)

A	100 %	CIRCULATION
B	- 3.23%	DUPLICATION
C	- 6.34%	DUPLICATION
D	- 4.52%	DUPLICATION

CHART 3. Showing the low percentage of circulation of one woman's magazine duplicated by each of three other women's magazines of a similar nature.

the proportion of married women to single—the proportion of readers in each occupational group to the readers in the remaining groups.

Finally, the forty-four magazines were grouped according to editorial policies. Readers of one magazine were checked against the names of readers of other magazines in the same group; the subscription lists of magazines in one group were checked against the lists of magazines in other groups.

This check served to answer the second purpose—to determine the *percentage of duplication* between magazines and between groups of magazines.

The data resulting from this investigation have been reduced to charts similar to the three reproduced here. From these charts may readily be selected the magazines which reach the greatest percentage of possible consumers of your product in this typical area.

A booklet fully explaining this analysis of magazine circulation is being issued by the J. Walter Thompson Company. A copy will gladly be sent to you upon request.

J. WALTER THOMPSON COMPANY
Advertising

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

Perfecting a Close Tie-up of Name-Plate and Pictured Product

Affiliation of Illustration with Lettering in a Way to Associate the Two as One in the Consumer's Mind

By W. Livingston Larned

A NUMBER of seemingly valid reasons may be assigned for the modern tendency to make the name of a manufacturer and his product inseparable through the use of illustrations. Not the least important of these is the difficulty many persons have of remembering names as identified with certain products. But where a name is linked with a picture, the task appears to be much easier. It should be remembered that advertising now boasts a formidable array of these names, with new ones added every hour.

The name-plated product is a familiar device, ranging from grand pianos to oranges. "Put the name right on the article" represents the popular conception of shrewd salesmanship. To link up similarly these two units in advertising display is, therefore, a natural development.

There is a species of genius in the Oak Flooring Bureau magazine advertisement reproduced on page 58. A complete and most attractive enclosed scene tapers off, to bring into the foreground three flooring-board ends, zig-zagged down in such a fashion as to permit the fitting in of the three familiar letters of the word *Oak*. It will be recalled that in this advertising, "Oak" takes on trade-mark significance, when used in conjunction with "floors."

We have, therefore, a name-plate display and an illustration of a product, inseparably meshed. As you read the name you see the article. In addition to this, it must be admitted that attention is directed with extraordinary sureness and skill to the letters. They become fixed in the mind, due to the novelty of their arrangement and their setting. By framing the main illustration, at the top, in a special border, and

having the three floor planks jut out from it, there is a little suggestion of a broken floor, or one which has been left uncompleted. From almost every standpoint, this name-plate picture is an ideal example of the idea under discussion.

Where the advertised product is in a container, and not large or clumsy, it has come to be the method to break in deliberately upon a signature or name plate, and insert this pictorial element. Carnation Milk has accomplished this with pronounced success. As you read the name, you see the can of milk. The eye can't possibly digest one without the other.

OTHER EXAMPLES

Bauer & Black display has done this satisfactorily, the name acting as a sort of counter, upon which the several products are artistically displayed. It is being done for Beech-Nut Peanut Butter, and for Diamond Salt. The trade name "Sunkist" is almost invariably placed in direct juxtaposition to a round and tempting trade-marked orange in a special wrapper of tissue.

More advertisers than we would care to count have made a radical decision as to display names, breaking entirely away from the signature idea. The display of the trade name on the package is made sufficiently large to serve this purpose. It becomes, in itself, a signature, sufficiently obvious, and often unusually conspicuous because of surrounding material on the label. Snowdrift has solved this quite neatly, with a very large can, always admirably placed, in a position which will guarantee easy eye range. The brilliant blue label, simple as to design, features the name Snowdrift. It is the first thing you see, as a matter of fact, when you look at the advertise-

ment. We refer more particularly to color inserts in magazines.

In many instances, the name Palmolive, in bright yellow, on a same-size green package, serves as the best possible name display. Old Dutch Cleanser campaigns have utilized the same scheme. Fels Naptha does likewise. It is

name plate of The Heid Company, manufacturer of straw hats, formed entirely of small figures wearing the headgear. There was virtually a sea of straws shaped into letters.

Nor is this sort of thing so difficult to accomplish. If your

problem was similar to that of the Heid picturized name plate, you would have a photographer take a look-down view, in summer, of any large crowd, straw hats being everywhere in evidence, mount the print and have an artist outline across its face the letters. Then he would paint out the remainder of the photograph, leaving the living signature. This identical procedure has been followed with success by a number of advertisers. One concern made its signature of photographic letters which gave a suggestion of the plant; another formed the letters of concrete, while a third compounded a name plate of particles of grain.

Recent Onyx Hosiery illustrations in magazines, with the Onyx name plate seen alluringly through the transparent silk stockings, which were held across the face of the lettering, furnish another demonstration of how advertisers may make it compulsory for the reader to see name and product at the same identical second. A tie-up of this character is unusually complete.

Incidentally, it will be interesting, perhaps, to know how these "transparency" illustrations are sometimes made. There are two methods. One is to produce the results via photographically perfect original drawings. Thus, using the Onyx picture of lettering



Freedom from "floor drudgery"

THINK of the heart-breaking, back-breaking days at the old-fashioned carpet! Twice a year, prying out the tacks, dragging out into the open, beating and steam-ironing the floor, then back into the house, scrubbing the old floor, covering with heavy paper, waxing and polishing, carrying corners or doubling under. Half the day and all the games remote in the corner, and constant sweeping or vacuum cleaning is necessary for the balance of the year to have even a semblance of cleanliness.

What a change today!

A bright carpet of glowing oak floors, covered by sheets of sunlight, that display the beauty of the grain in oak. Just a few eggs beneath the footstool, where discarded toys are reflected beyond the margin of the view in the lacquer surface. The whole effect is one of elegance, dignity, and incomparable beauty. The floor of each room easy to finish differently in harmony with the hangings and the color of the wallwork and walls, resulting in an interior entirely new and free of appearance of your individual taste. You can have your choice of oak grays, forest greens, tawny, mahogany, or medium finishes.

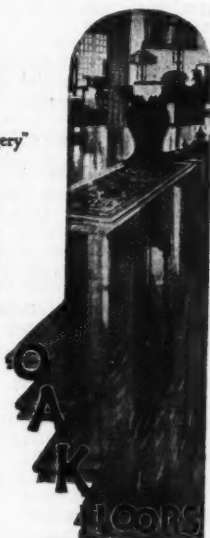
Aside from beauty and durability, for oak floors will last for all time, this is the new compensation for the woman who does her own housework, or who supervises others. Oak floors are easily cleaned, and kept in perfect condition. There is no accumulation of dirt.

OAK FLOORING BUREAU
1037 Ashland Street, Chicago

If you find it a bore without back-scrubbing, then it is a shame of which you should be proud. You can have your choice of oak grays, forest greens, tawny, mahogany, or medium finishes. In a plain article, for every room, and within the reach of every pocket.

At homes where oak floors are used, the floors are easily cleaned, and kept in perfect condition. There is no accumulation of dirt.

Put your flooring problem to rest. We will advise you.



FOR EVERLASTING ECONOMY

A NEW SIGNIFICANCE GIVEN "OAK" IN RELATION TO "FLOORS" BY THIS ARRANGEMENT OF NAME AND USE

reasoned that the name plate is seen where it belongs, as it is on the actual goods, which provides a sensible and helpful mental tie-up.

In all forms of advertising, with reference also to outdoor advertising and labels on containers, the current trend is in the direction of bolstering poor memories by picturizing the name. And one method of arriving at this is to tie very closely the name with the article.

In trade publications it is more in evidence than ever, although the audience is by no means the same. One of the most effective commercial displays of this character we have ever seen was the simple

Youth Must Be Served

(Even in Motor Cars)

"You cannot sell automobiles today, even the higher-priced cars, without first satisfying the younger element of the family," says Mr. Parkinson, President of the William Parkinson Motor Sales Company of New York.

Manufacturers and distributors of automobiles recognize the importance of the "Age Factor" in selling cars.

Proof of this is found in the newspaper advertising situation in Chicago. During the first eight months of 1923 the gain of the Chicago Evening American in automobile lineage over the same period of 1922 exceeded that of the *combined gain of all other Chicago daily papers.*

Why?

The Chicago Evening American appeals to and is read by *young people*—people under forty and those who THINK under forty.

CHICAGO EVENING AMERICAN

 EVENING
A Good Newspaper

seen through a perfectly transparent and sheer stocking, as an example, the artist need only first make a complete drawing of the name plate, and then air-brush the hosiery over it, to just the right texture.

But these effects can be secured with the camera's aid. A series

Some interesting mental and memory tests have been made on this subject of "remembering the name of the product" and it has been found that where a name is linked inseparably with a picture of the thing advertised, the average person retains the combined picture to a far greater degree.

Thus, the widely advertised name of a wall covering was shown merely in trade-mark style lettering and with no embellishment of any sort, and comparatively few of those in the test could be sure as to the character of the product. But when the lettering was shown printed across a sample of wall-paper, then at once the story of the product came to mind.

Mere eccentricity or individuality of name-plate lettering does not seem to suffice, although it is of help, of course.

If people are to use a trade name in an efficient manner, and if they are to remember both, without hesitation, then the ideal name plate is at once an illustration and a name, both in one.

When Bassick casters were first adver-

tised, a pictorial name-plate signature was devised which has been serviceable ever since, and which, while in no way sensational, is an adequate method of handling the problem. First of all, the Bassick lettering is distinctive. Then, always in close touch with this lettering, but not necessarily in the same position in every instance, there will be found a box of casters and a box, overturned, with the casters spilling out and over, in and around, the name. As you read the name you see the product, which is the modern idea and the admittedly efficient one, when the poor mem-

HEID

Heidstraws now selling in the finest retail stores of the country, have assured for Heid a place among the leaders of this industry.

The new 1924 line, now on the road, and at the New York headquarters, is therefore looked for with critical interest by progressive merchants everywhere. Our showing of Italian and China fancy braids (which are rapidly increasing in popularity), is so strong and varied as to be without comparison in the market's present offerings.

A visit to the new Heid plant, and an inspection of the entire floor devoted to the specialized products of straw, will quickly "explain" the genuine values in Heidstraws for 1924.

FRANK P. HEID & COMPANY
11 WEST 19th STREET, NEW YORK CITY

Member of National Association of Straw Hat Manufacturers

In the "Ten-Fit" overhead which preserves the style, line and completes the comfort of headwear, we have an enclosure famous of its own appeal.



Heid craftsmanship and originality have never been better evidenced than in the superior workmanship, finish and the variety of millinery of Heidstraws.

STRAWS

A SIMPLE METHOD CALLING FOR THE CO-OPERATION OF PHOTOGRAPHER AND ARTIST

of magazine illustrations was desired of attractive housewives and scenic bits seen through very beautiful lace curtains. It was particularly desired that none of the pattern of the product be lost. A series was posed in a studio, with curtains draped under exact lighting conditions and models in position behind the draperies. The hazy views of the figures were adequate and altogether charming because of the uncertainty of detail. But expert lighting, as we have suggested, is really the secret of it. Such subjects, photographed in the conventional manner, would be unsatisfactory.

Editor & Publisher Says

Issue of August 25 1923 Page 31

The highest total for a six-day issue is reached by the Detroit News, with 10,743,740 agate lines. The daily and Sunday total of the News places it third on the list, with 14,551,914 agate lines.

Evening papers are led in national advertising by the Detroit News, with a daily and Sunday total of 2,281,160 lines.

Honors for the largest local advertising total go to the Detroit News, daily and Sunday, with 8,992,130 agate lines.

The highest six-day total for evening papers, Sunday excluded, in local display advertising is that of the Detroit News, 7,121,240 lines.

Evening paper supremacy in the classified field is in the hands for the first half of 1923 of the Detroit News, with 3,227,624 lines.

THE five accompanying quotations from the August 25th issue of "Editor and Publisher" authoritatively show The Detroit News leadership in America for the first half of 1923. Note, especially, that The Detroit News led all other American newspapers in—

Week day advertising

Local advertising (daily and Sunday)

National advertising (evening)

For EIGHT YEARS The Detroit News has maintained advertising leadership in America—being first, second or third in advertising continuously since 1915.

This is because the rich Detroit market offers national advertisers exceptional sales opportunity; because The Detroit News has, with one exception, the most thorough coverage of any metropolitan newspaper.

Have you something to offer Detroit's 1,200,000 prosperous, liberal-spending citizens? The News will carry your message to 90,000 more families in Detroit than any other newspaper.

The Detroit News

Greatest Circulation Daily and Sunday In Michigan



*Impressing Your Sales Message
Upon the National Consciousness*

Threading the infinite variety of American life is a vein of common understanding. There is a National Consciousness that finds expression in a unity of thought and habit and need.

CAMPBELL~EWALD

NEW YORK

DETROIT

CHICAGO

Because of this mutual interest it is possible for magazines to appeal with equal force to men and women in widely separated parts of the nation. Possible, too, for manufacturers to reach this same national market in behalf of their products and merchandise.

When *your* products are ready for national markets and when all conditions are favorable—you will find the judicious use of national advertising a quick, sure and economical means of impressing your sales message upon this national consciousness.

Evidence of this company's ability to appeal to all America through advertising well directed can be observed in the records of Campbell-Ewald clients who—during the many years that they have been served by this company—have enjoyed certain and continuous growth.

COMPANY *Advertising*

DAYTON

TORONTO

ories of the majority are taken into consideration.

"As I see it," states a national advertiser, "an advertising signature should be patterned after the actual product. If a concern puts out a range, the name appears in some conspicuous place on that range. Why not do the same in the case of signatures? Although there may be main illustrations of ranges above, nevertheless, I like to see product and signature as a final summing up. That is the way we operate, and we have a dozen different articles."

There would be less conscious and unconscious plagiarism of trade names, were advertisers to follow this new custom of a complete tie-up between the name and the product, according to authorities on the subject.

And by illustrated name plates we do not refer to those which borrow a theme from a word in the signature and visualize it, such as an arrow run through letters if the name of the concern were the Arrow Manufacturing Company.

However intricate in design a product may be, it is always possible to present it in decorative form for reduction to any desired size. We recall an illustration of a piece of machinery fifty feet high, reduced and visualized in outline pen and ink, to go within the loop of an initial letter for signature purposes. And there was no mistaking its real identity.

Confection Account for V. P. LaPorte

Bylund Brothers, Inc., New York, confectioners, have placed their advertising account with V. P. LaPorte, Inc., advertising agency of that city. Religious publications will be used this fall in a campaign to churches, societies, etc., urging candy sales for raising funds at fairs. The campaign is supplemented with direct mail.

Additions to W. B. Ziff Staff

G. H. Reeling, formerly with the Chicago *American*, has joined the sales staff of the W. B. Ziff Company, publishers' representative, Chicago. Jones B. Frankel, who managed the Ziff company's New York office and who has more recently been with Zura, Inc., toilet preparations, Chicago, also has joined the Chicago office of the W. B. Ziff Company.

Staff Changes on McGraw-Hill Electrical Publications

The McGraw-Hill Company, Inc., New York, has made the following changes in the staff of its electrical publications:

M. E. Herring, St. Louis representative, has been advanced to the position of Cleveland manager of *Electrical World*, *Industrial Engineer* and *Journal of Electricity*, succeeding H. W. Knowles who has resigned.

G. G. Sears, who has been a member of the Chicago staff of *Electrical Merchandising* and *Electrical Retailing* has replaced Mr. Herring in St. Louis.

Albert Hauptli, Jr., and H. S. Vaile, will represent *Electrical World*, *Industrial Engineer* and *Journal of Electricity*, in the Chicago territory. Mr. Hauptli succeeds L. F. Gordon, resigned.

William C. Cleworth, business manager of *Electrical Retailing*, also has been appointed assistant business manager of *Industrial Engineer*.

Edgar Kobak, manager of *Electrical World* and *Industrial Engineer*, has been appointed in charge of all sales work on the *Journal of Electricity* in the territory east of the Rocky Mountains, as well as manager of the "Central Station Directory" published by the McGraw-Hill Company, Inc.

Studebaker Makes New Production Record

All previous records are reported broken by The Studebaker Corporation of America, South Bend, Ind., with the production of 15,700 cars during August. Production for the first eight months was 110,540 cars, compared with 78,369 for the corresponding period of last year, and 109,222 cars for the full year of 1922.

To Advertise in Pacific Coast Newspapers

The Beaver State Manufacturing Company, Portland, Ore., manufacturer of the Beaver Patent dining table, will conduct a campaign in Pacific Coast newspapers. This advertising will be directed by the Botsford-Constantine Company, advertising agency of that city.

S. N. Hines to Join Trenton Agency

S. N. Hines will join Jackson Evans Moore, Inc., Trenton, N. J., advertising agency, as vice-president and treasurer, on September 15. Mr. Hines was formerly treasurer of the Pocahontas Fuel Company, New York.

Glaser Corporation Becomes Glaser-Marks, Inc.

The Glaser Corporation, Boston advertising agency, has changed its name to Glaser-Marks, Inc. The officers remain unchanged, Louis Glaser continuing as president and H. J. Marks as vice-president and treasurer of the new company.

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COLOR
tells the Story

COLOR tells a story of progress. The beautifully decorated package on the grocer's shelf enfold a tale of business romance that rivals fiction. It proclaims the manufacturer's belief that he has perfected his product through the stress of competition until it has won a deserving place in the marts of trade. Color is the herald of success, and the consuming public confirms it by buying again and again.

Manufacturer, distributor, retailer each has something to sell. Color will make its selling easier. Color Printing Headquarters specializes in every form of color-work. Folding packages unique in form and color; labels that are outstanding; wrappers, folders, calendars and displays so strikingly original that selling is greatly simplified. Simple unit orders or complete color campaigns are produced by us with equal care.

We maintain the most complete trade-mark bureau in existence. Names and trade-marks, 750,000 of them are listed—accurately and ready for quick reference. Investigations involving thousands of names have been conducted for our clients to protect their rights of registration. No fee is charged, for the value of this service cannot be measured by dollars and cents. If in need of trade-mark advice, consult us.

With the experience gained by the years devoted to the study of color and its most effective use, and the facilities of our three great plants at Cincinnati, Baltimore and Brooklyn working for you, your product can make merchandising history. It may well be worth your while to let us make your acquaintance. A letter to any of the three plants of The United States Printing and Lithograph Co. will bring a prompt response.



*We serve the whole Country
through plants at*

CINCINNATI - 51 Beech Street
BROOKLYN - 90 N. 3rd Street
BALTIMORE - 448 Cross Street

**THE UNITED STATES PRINTING
AND LITHOGRAPH COMPANY**

Color Printing Headquarters



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The Intelligent Use of Bank Credit

The Manager of the Credit Department of Cleveland Bank Tells What Is Needed to Prevent Abuse of Credit

By Harry E. Martin

WITH a large volume of production, scarcity of labor, and increased sales evident in almost every line of business, there is the inevitable but dangerous temptation to over-expansion. Although the country's present lending capacity is still much greater than the productive demands, the call for credit has been proportionately large, and, in fact, has approached the peak of 1920. While rising bank loans are still well below those in June, 1920, there is urgent need, observers tell us, for scrupulous credit control and supervision.

"Additions to credit which cannot be economically validated by a commensurate effect in actual production are speculative," stated the business men's committee in reporting to Secretary of Commerce Hoover, "and as such should be subjected to control, so that business and industry can be maintained in a healthy state." The present danger, it is evident, lies in the abuse of bank credit: in pyramiding orders and thereby creating production beyond actual needs, and in the expansion of facilities for future production not made possible by surplus or capital.

"What we need is simply intelligent, common-sense use of bank credit," said Clay Herrick, manager of the credit department of the Guardian Savings and Trust Company, of Cleveland, "Bank credit,' someone has aptly said, 'is the life-blood of the whole commercial organism.' It is paying-power stored up in banks through the accumulation of the surplus earnings of individuals and corporations. The function of credit, therefore, is primarily to supply the seasonal and temporary demands of business for funds to facilitate the production, distribution, and sale of goods. Credit's chief purpose is to help business

carry its loads over the peak periods. It was never meant to supply capital to industry; that logically must come from the sale of stock, bonds, and mortgages. Credit is really the motive power of commerce. Without credit, there can be no commerce; without commerce, there would be no need for credit.

"During 1921 and the early part of 1922 banks which had lent larger amounts than usual to manufacturers and dealers were compelled, because of the depression, to carry those increased loans for a long period.. The borrowers, because of conditions, were unable to make periodic cleaning up of their loans as they had formerly been in the habit of doing. The result was that throughout the country most of the banks had to carry a large volume of frozen loans. The consolidated bank returns indicate that a big total of these loans have now been paid and that banking conditions are very much improved. Notwithstanding this, however, banks still carry some frozen loans, and there appears to be danger that many bank borrowers, because of the experience of the past few years, have been led into bad habits. They expect their banks to carry loans by renewals for unduly long periods. These people will, of course, have to relearn the basic principle of all bank credit.

MISDIRECTED BANK CREDIT A SOURCE OF TROUBLE

"Whenever bank credit is put to a use not directly connected with the making and selling of goods, the possibilities for trouble are invariably present. If a corporation borrows money to discount bills and then applies the funds to expansion or other purposes, the concern certainly is abusing its credit privileges. If a company continues to pay divi-

dends without liquidating its obligations, you have another misuse of credit. The failure of 43,000 firms in 1921-1922 was in many instances due to an unintelligent use of bank credit; over-expansion, over-borrowing brought a big toll.

"Let me give some examples of misuse and proper use of bank credit. That will make my meaning much clearer than mere theorizing.

"A candy manufacturer secured a line of credit ostensibly to buy sugar for production purposes. He bought a large quantity, and seeing a rising market ahead, he bought again; but instead of storing the sugar for use in his factory, he held it until the price rose two or three cents on the pound; then he sold and bought again. His last guess was not so good, and he had to sell at a loss. Here, of course, is a case of speculation, made possible by credit extended for buying raw materials for his factory. Banks, safeguarding the funds of the community, cannot tolerate such abuse of credit. The only thing to do was to call the loan.

"Not long ago a corporation manufacturing a well-established line of goods, with a good system of distribution and marketing, came under new management. Almost immediately it was decided that the firm's production and sales had not reached their limit. A plan was soon evolved to increase the output three times over the average for the past five years. To carry out this proposal it was necessary for the concern to obtain a large increase in the amount of its previous bank accommodation. Because of its past record and good statement, it succeeded in doing this by concealing from the banks the real purpose of the increased loans.

"The production-sales expansion began forthwith. But for some reason, explained in part by lack of a thoroughgoing analysis which would have revealed how nearly the market was saturated, the expected large volume of sales did not materialize. Inventories piled up. Turmoil in the management ensued. Finally, creditors were

forced to step in and reorganize the company.

"This again is obviously a bad use of bank credit. At a time of inflation, unwarranted expansion was planned, and instead of having surplus or capital from which to draw all or part of this expense, the corporation took advantage of its past good record to secure additional credit, which action ultimately brought disaster.

"Here's a contrast. A certain manufacturer of straw hats needs credit in the late winter and early spring months. He borrows only as funds are required for manufacturing and distributing his goods, and he always borrows well within the limits of his orders and receivables. He realizes money promptly on his sales in June, and August, and invariably liquidates his loans early in June.

"Another concern I have in mind sells gasoline, at a number of service stations which it controls. The season of largest consumption of gasoline is, of course, in the summer, at which time this product is also at the peak in price. This company late last winter had an opportunity to buy from a large refinery at an attractive price. Since the concern had character, assets, and the facilities for distribution, the bank readily granted credit for the purchase, taking warehouse receipts as security. The company has now sold most of the gasoline and has already liquidated its loan.

CREDIT AND MERCHANDISING

"The question often rises as to how far banks should go in granting credit for the merchandising of inventories. Since the sale of goods comes within the category of commerce, credit for advertising and selling is a valid use, providing other conditions are favorable. For example, if a company had in stock raw material for the production of a lot of popular-priced Oxfords, or already had a large inventory of finished Oxfords, and wished credit to put on a well-planned selling campaign to realize money on the inventory, this would be a legitimate use of bank credit.

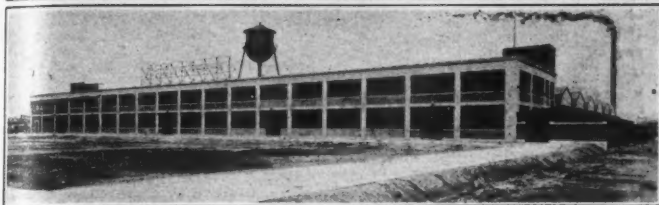
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Henry Ford Picks New Orleans

The Ford Motor Co. has recognized the importance of New Orleans as a market and distributing point by erecting there an assembling plant costing \$1,250,000, with capacity to assemble 250 cars or trucks daily.

Investigate the possibilities for *your* product offered by New Orleans, America's second port and the South's first city. Command the services of the most effective merchandising bureau maintained by any Southern newspaper. Sell this big, responsive market through

The Times-Picayune

FIRST FOR THE SOUTH

ADVERTISING REPRESENTATIVES

CONE, HUNTON & WOODMAN, INC., New York City, Chicago, St. Louis, Detroit, Kansas City and Atlanta. R. J. BIDWELL CO., Los Angeles and San Francisco.

"If, on the other hand, the same company had a plan for putting on the market a popular-priced shoe, but had not manufactured any or had not even bought raw material for such production, it would seem unwise for the bank to approve a loan to advertise the company's product, because granting credit under these conditions would undoubtedly mean a frozen loan, one that would remain unliquidated for a long time.

"Credit men appreciate the value of sound advertising and merchandising and, as a rule, believe that credit should be given for such purposes when other conditions are satisfactory.

"The safe policy for banks as well as for borrowers to follow is to use credit for its real purpose—not to secure capital, not for speculation; but for the primary needs of commerce: to discount bills so that legitimate production and distribution may, so far as possible, go on unhampered.

"The business man wants to safeguard his line of credit. Therefore, he should use the utmost care and discrimination in surveying his needs as well as the possibilities of his business. Moreover, if he is borrowing in the open market, he should avoid borrowing at the same time from his bank. If he is borrowing from his bank, he should not go into the open market.

"Credit," concluded Mr. Herick, "should be fluid. Frozen loans mean dammed-up credit. Hence, the only way to keep from the whirlpools of over-expansion and deflation is to use credit intelligently for its fundamental purpose—in paying for raw materials and in the production and sale of goods."

Directs New Public Utility Information Bureau

W. P. Strandborg, advertising manager of the Portland Railway, Light and Power Company, and president of the Public Utilities Advertising Association, Portland, Ore., has been appointed director of the newly organized Oregon Public Utility Information Bureau. Mr. Strandborg was for four years a vice-president of the Associated Advertising Clubs of the World, retiring last June.

Campaign Planned to Increase Sale of Boss Lock Nuts

The American Bolt Corporation, Chicago, plans to conduct a direct-mail campaign on its lock nuts for which application for registration of the trademark, "Boss Lock Nuts" recently has been made.

J. A. MacLean, vice-president and general manager of the company, tells **PRINTERS' INK**: "We contemplate a modest advertising campaign for the purpose of increasing the sale of our Boss Lock Nuts. The advertising in question will be done through letters addressed to possible consumers and to jobbers and mill supply houses in important centres through whom the consumer will be requested to obtain his supply of Boss Lock Nuts."

New Accounts for LaPorte & Austin

The Continental Can Company, Jersey City, N. J., tin cans, has placed its advertising account with LaPorte & Austin, New York advertising agency.

The Star Brush Manufacturing Company, Brooklyn, N. Y., paint brushes, and the Port-O-Phone Corporation, New York, hearing devices, have also placed their accounts with this agency.

Business papers are used for the former and general magazines and newspapers for the latter account.

Eli Daiches Advanced by Bowers Agency

Eli Daiches has been elected president and treasurer of the Thomas M. Bowers Advertising Agency, Chicago. Mr. Daiches started in the advertising business with the William A. Stiles Agency. Later he joined the Bowers agency as vice-president. He succeeds Thomas M. Bowers who has resigned as president to become general manager of Henry C. Lytton & Sons, Chicago retailers.

Will Conduct Course in Wholesale Management

A course in wholesale organization and management will be conducted by New York University. It will be directed by H. M. Foster, former secretary and general manager of the New York Wholesale Grocers' Association, and will begin October 1. The course will deal with a study of wholesale distribution from the executive point of view.

Robert C. Peck Joins Topeka Concern

Robert C. Peck, formerly advertising counsel of the Sherman, Tex., *Daily Democrat* and advertising manager of the Dallas *Dispatch*, has joined the Crosby Brothers Dry Goods Company, Topeka, Kan., as advertising manager.

The World



First!

IN the first eight months ending August 31st, **THE WORLD** printed 1,369,963 separate advertisements.

This was 267,584 more than were printed during the corresponding period last year.

Of still greater importance is the fact that **THE WORLD'S** total was 618,712 greater than that of its nearest competitor. As a matter of fact, **THE WORLD** printed more separate advertisements than the *Times*, *Herald*, *American* and *Tribune* combined. A striking indication of the confidence of advertisers in the ability of **THE WORLD** to produce results.



MALLER BUILDING CHICAGO
PULITZER BUILDING NEW YORK
FORD BUILDING DETROIT
MARKET AND THIRD STS. TITLE INSURANCE BLDG.
SAN FRANCISCO, CALIF. **LOS ANGELES, CALIF.**
SECURITIES BUILDING
SEATTLE, WASH.



"Make This Test"

You know the familiar criticism of copy that is too general: "You could take out the name So-and-So and put in any other name and it would be just as good for the other people." Try that on any OHIO copy. We knew that a million women will buy *some* make of cleaner this year; so we advised our client to talk *his* make specifically, instead of spending his money to boost the entire industry. If the market is already there, *sell it!*

*Which of these books shall
we send you?*

How to Judge an Advertising Agency

Points on Merchandising Advertised Products
Through Department Stores

Merchandising Advertised Products
Through Drug Stores


J. H. CROSS CO.

General Advertising Agents

CROSS BUILDING, 15TH & LOCUST STREETS
PHILADELPHIA

Members:

American Association of Advertising Agencies
National Outdoor Advertising Bureau
Audit Bureau of Circulation



The new OHIO is a hit!

Anything that could really improve a cleaner already famous was bound to be popular. Before you buy ANY cleaner see Model-5

By MRS. MARY MADISON

THE new Ohio has "gone over," as theatrical folk say. But that was a pretty safe deduction beforehand, considering the Ohio-Tuec family tree. Thousands of practical housekeepers have gone on record that the previous Ohio models were the last word in electric cleaners.

And now comes Model-5 with many improvements, dictated by the needs and suggestions of women who manage homes. Three points of superiority stand out in the new Ohio that should be remembered, even if you lose sight of the other important features.

First, the self-starter feature. Lower the handle, and the motor transmits a dizzy whirl to the dust-extracting fan; raise it, and the motor stops. No noxious running on one spot when you are called to the phone. No propping against a chair or in a corner—the Ohio stands alone, both literally and figuratively.

Second, the gently revolving brush (not motor-driven) which brightens the nap, and picks up hair and lint and lintings as easily as a revolving brush will.

Here is the rug-sparing brush that never only takes the cleaner away. It gets the lint, hair and threads, and the powerful air-pull gets every last bit of dust and dirt, no matter how deeply it has been driven into the rug or carpet. The brush also freshens the nap, without fraying it.



OHIO

The Cleaner with the Self-Starter



THE SELF-STARTER

Make sure now that the cleaner you buy has a self-starter. Ask the salesman to let you see the handle and how the motor stops. It is simple to use. The handle is at the side. The OHIO is so simple to use, it is possible to use it with one hand.

The OHIO was in, first of all, a gentleman. He has had special training on how to clean and care for rugs and upholstery with the least labor and will show you how. And you are not obligated one bit to buy until you get good and ready. Let him demonstrate the new OHIO right in your house on your own rug.

This is not a sending. It's a booklet that tells you what you ought to know before you buy ANY cleaner—and forecasts regret later. It tells you how to get more done with less effort. Your copy is waiting for you. Where shall we send it?



The United Electric Company, 1300 Eighth Street, N.E., Canton, Ohio—Since 1909

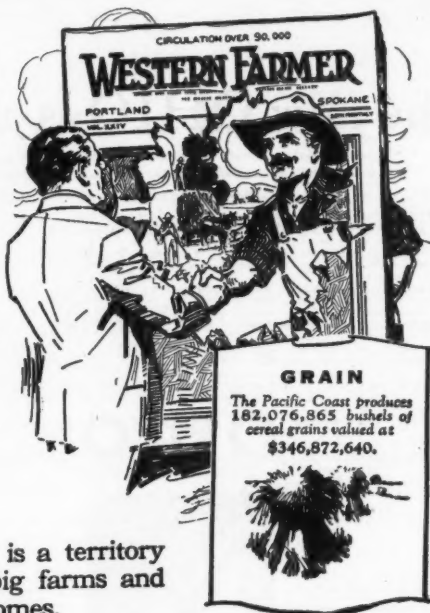
In Canada, The United Electric Co., Ltd., 44 Glenview Drive, Toronto. Also makers of TUEC Sewers and TUEC Vacuum and Siphon. A new variety, style and distribution. Booklets are available. Also representatives for Indianapolis "Ohio Sales".

© The United Electric Company

Built as Women Wanted it Built

The page advertisement reproduced above is typical of those appearing in *The Saturday Evening Post*. It was prepared by J. H. Cross Co., Philadelphia, for The United Electric Company, Canton, Ohio.

**The
Quality
Farm
Paper
of the
Pacific
Coast**



THIS is a territory
of big farms and
large incomes.

The **WESTERN FARMER** is the one big, outstanding farm journal of the Pacific Coast. Its circulation is almost double that of any other farm paper.

When you want to talk to the big income farmers of the Pacific Coast the **WESTERN FARMER** from the standpoint of quality, quantity and strength—commands your first attention.

The **WESTERN FARMER'S** circulation September first issue was 96,088. (1922 same issue 89,672.)

WESTERN FARMER

**LARGEST FARM PAPER OF THE PACIFIC COAST
PORTLAND, OREGON**

REPRESENTATIVES:

E. KATZ SPECIAL ADVERTISING AGENCY
Chicago :: New York :: Kansas City :: Atlanta

EDWIN C. WILLIAMS, San Francisco

B. N. HUTCHINSON, Seattle

How Rome Manufacturing Company Reaches Out for Good-Will

A Single Letter Makes Housewife an Enthusiastic Booster

By Frank Kay Anderson

A WOMAN owned a chafing dish, which, through the vicissitudes of climate and time, combined with only slight usage, had become unsightly. Efforts to clean the lacquered copper were unavailing. Information on how to clean such ware effectively seemed to be sadly lacking. Still, she hated to throw the thing away. Originally, it had been quite expensive, perhaps there was something of sentiment connected with it, and there was also the memory of how useful it once had been on winter evenings.

Then one day she read an advertisement from the makers of the chafing dish in question. It spurred her to action. She wrote, stating the situation briefly and asking for directions which would enable her to revivify and refurbish a somewhat unsightly but otherwise perfectly good chafing dish.

For three weeks she waited patiently for a reply. Then she received the following letter:

Your recent favor is received, and in reply to same will say we are no longer manufacturing the article you refer to, and cannot give you the information you desire.

How did she feel about it? We'll say she did. Her husband, who is ourself, heard all about it. She regretted she had wasted a two-cent stamp upon a letter to such people. Her regrets becoming retroactive, she regretted she ever had bought anything bearing the trade-mark of the manufacturing concern in question, and she had a number of such articles around the house. Looking toward the future, she became profoundly convinced that no carelessness of hers ever would be responsible for any similar purchases.

Months passed and still the

problem was unsolved, but not forgotten. Then one day she chanced upon a humanlike and appealing advertisement of the Rome Manufacturing Co., at Rome, N. Y. We don't believe it had even the remotest connection with chafing dishes or anything of the sort. Yet, a woman's intuition prompted her to outline briefly the situation with the statement that if they could tell her of a recipe or formula for cleaning an old chafing dish, she would be grateful. Very promptly she received the following:

We were very pleased to receive your letter of August 7th, and should be very glad to help you out in the matter.

Without seeing the chafing dish, we do not know whether or not we could satisfactorily repair or refinish it. We discontinued our ROME line of chafing dishes some time ago, and have disposed of all the parts, etc. Even at that, we are confident that our parts would not fit your chafing dish if any were needed.

We do, however, know just how you feel in the matter, and if you are willing to send the chafing dish on to us, we shall be glad to examine it, and then tell you whether or not we could satisfactorily repair and refinish it, and what the cost would be. You would have to pack it very carefully so as to avoid any damage in transit, and be sure to mark the package for the attention of the writer.

Please understand, we do not make a practice of doing such work, but we certainly are willing to accommodate you in this instance, if it is in our power to do so.

Yours very truly,
ROME MANUFACTURING CO.,
H. W. FISK.

Our knowledge of the Rome Manufacturing Company is gained wholly from the company's letterhead. We gather they manufacture things of interest and use in the kitchen. We further correctly surmise that we will hear more of them in the future, for certainly Mrs. Wife is going to buy and install something of theirs shortly if our knowledge of the lady is worth anything.

Replacing Salesmen Who Have Gone Stale

Make Certain of the Diagnosis and Then Act Immediately

By R. R. Klauke

Sales Manager, Blanton Company

IT is surprising to find the number of people, who have reached middle age or over, who are practically where they were when they left school or college. Their enthusiasm grows cold and their work becomes drudgery. And one of the saddest things in life is to see a man who started out with high hopes and proud ambitions settle down in a mediocre position.

When you find a salesman who is satisfied with the life he is living, with the work he is doing, with the thoughts he is thinking, with the character he is building and the dreams he is dreaming, you find a man who is beginning to deteriorate, and, when deterioration sets in it is like when your enthusiasm grows cold, you are "slipping." To get a little farther on and a little higher up than one was the day before is the secret of human progress.

During the past few weeks I have been in our Eastern office. We had a salesman in that territory who had been in the oleo-margarin business for thirty-four years. In fact, he was in the business when there was a lot of "moonshining" going on. That is, the dealer would purchase a lot of uncolored margarin and add the coloring, thereby saving the tax that would have to be paid to the Government on colored margarin. That turned out like a lot of "bootlegging" does today; they accomplished much in a personal way. This fellow had been in the field long enough to know all the ins and outs of the game and he had a large acquaintance among dealers who had been living in the Pittsburgh territory for

many years—which, by most concerns, is considered the chief asset—but he had gone stale.

He was replaced by a man who knew nothing of the product, who had never sold it, and within sixty days' time that new man has done a 70 per cent greater business than the man he replaced had ever done. We also had a salesman, who had been selling margarin for a period of five years, go stale and we replaced him with a man who was entirely unfamiliar with our product, with the same satisfactory results.

Here is the way I work it—I select good rough material, a man who is entirely unfamiliar with the product, help him familiarize himself with it and teach him the ins and outs of the game the way we want him to learn it. I tell him, we are going out next week with the understanding that we will not get together until Saturday night and we will divide the selling work, the first two days I will sell, and the next two days he will sell. If the man cannot analyze the proposition, grasp the possibilities and merits of the territory, I do not want him. He must be able to figure out the thing for himself and to say, "I have analyzed the situation and I am going into this territory and get something out of it. I am going to produce!" I do not want a man to "try" it out. The possibilities in the selling game are unlimited. The sales manager of a group of chain stores has a real job; when he goes out after a man for one of his branches he must say, "This is my proposition and I must admit that your possibilities are limited."

I believe in using "soft soap," at times. If you have a man on your list and you think enough of him to keep him there, for

An address before the Sales Managers Bureau of the St. Louis Chamber of Commerce.

Your "Boomerang" is nearly ready

SPECIMEN COPIES of the
"Boomerang" will be ready
for mailing on September 18th.

This is a new variety of mailing
folder, or rather a combination
folder and return post card.

The "Boomerang" has some new
features which make it specially
adaptable to checking a mailing
list, or the return card may be
used as an order form.

Write us today for your sample,
if you have not already done so.

[Application for Patent Pending]

Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

heaven's sake, do everything you can to keep him there and as long as you have him "soft soap" him.

I get out letters, from time to time, that are not lengthy, during the margarin season. There is a tendency during the hot months for the sales to fall back. May falls below April, June falls below May, from August on it picks up. In May I wrote this letter to each of our salesmen:

Are you a friend of mine? If you are—you have a chance to show it. In spite of the fact that April was one of our biggest months in volume, I made a bet with D. A. Blanton that we would increase our sales in May over April.

Fellows, we have got to do it, and it is going to be a test—it will mean beating your last month's record. Your quota for May will be 56,400 pounds of margarin.

Let me know if you are a friend of mine.

I won my bet. It is just putting the question up to the salesmen in a common-sense way. It is really surprising what you can accomplish when you get down to "brass tacks."

Here is another letter I wrote in June:

We are glad to say that we did what some said was "the impossible." We passed our tonnage of April in May. It would have been "the impossible" if it were not for the fact that some of our salesmen produced more than they had ever before—more than they even thought possible. In other words, some of our salesmen found themselves.

Here is another thought I brought out in a letter, under the heading of "soft soap":

Thank you for your effort and co-operation during June.

What will we do for July? Your results will be measured by the effort put forth. A certain amount of margarin will be sold during July—and it will be sold by salesmen who are sold on margarin themselves—sold on the product and sold on the possibilities of margarin during July. Are you sold?

Remember, you'll never make a home run if you go to bat thinking you can only bunt.

I believe we ought to have enough poise about us to tactfully present our ideas to salesmen. We ought to have enough determination and enough willingness to make any suggestion to a salesman that we think will help him. Some months ago I went to lunch with

a salesman who had very bad teeth. I said, "What is the matter with your teeth?" He told me that his teeth had been bad all his life and he could not stand the grinding and noise of the dentist's machinery; therefore, had never had them fixed. I asked him how many of his customers had as bad teeth as he. He had to admit that not one had. Then, I told him that he was supposed to be far above the average grocer he called on, and I advised him to take a vacation and have his teeth fixed. I have not seen him since, but I am sure when I do see him he will give me a very favorable report.

You should have conviction enough to tell the salesman anything you think will help him. I had one salesman who kept a nice long yellow pencil sticking out of his pocket. I told him, one day, that the pencil detracted from his appearance and while I was not selling Eversharp's, I would suggest that he carry an Eversharp. It would be out of sight in his pocket and whenever he pulled out his pencil to write, he would be sure of having a point on it. Be sincere in your criticism.

By all means, give the salesman a "square deal." Do not replace a man until you are thoroughly convinced that he has "gone stale." Some of the fellows we "fire" will go to a competitor and turn out to be one of his best men—this is especially true, if you have not given the man a "square deal." The knowledge that he did not get a square deal from you will arouse his determination to get somewhere and will make him an asset to your competitor.

Davega Account for Street & Finney

The Davega Company, New York, operating a chain of sporting goods stores, has placed its account with Street & Finney, Inc., advertising agency of that city.

American Press Association Opens Seattle Office

The American Press Association, New York, has opened an office in Seattle, Wash. Fred H. Henry has been appointed to manage this office.

SCORE 31 STRAIGHT VICTORIES

For the thirty-first consecutive time the semi-annual statements of Display Advertising carried by Cincinnati newspapers show the **TIMES-STAR** leading by many a furlong. As you read the figures remember that they do not register a sudden spurt of speed, but the consistent, day-by-day performance of a great newspaper that has held the dominant position in its field for fifteen and a half years.

Note too, that the supremacy of the **TIMES-STAR** is in the field of national as well as of local display, and that it is equally decisive over the evening paper which, like itself, appears only on week days, and over the morning dailies with their 3,234,063 lines of advertising in twenty-five Sunday editions.

Here are the figures that register the preference of advertisers

FOR THE CINCINNATI TIMES-STAR

DISPLAY ADVERTISING PUBLISHED BY CINCINNATI NEWSPAPERS DURING THE FIRST SIX MONTHS OF 1923

	Local Lines	National Lines	Total Lines
TIMES-STAR	4,699,555	1,299,704	5,999,259
POST	2,755,249	980,518	3,735,767
ENQUIRER			
Daily	1,843,898	434,910	
Sunday	2,065,210	477,743	
	3,909,108	912,653	4,821,761
COMMERCIAL TRIBUNE			
Daily	1,147,300	101,710	
Sunday	673,708	17,402	
	1,821,008	119,112	1,940,120
TIMES-STAR Lead over ENQUIRER			1,177,498
TIMES-STAR Lead over POST			2,263,492
TIMES-STAR Lead over COM'L TRIB.			4,059,139

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

The OK

of great national advertisers

The advertising progress of *The Progressive Grocer* is equalled only by its editorial strides. Many famous advertisers have used it from the first. Every month brings additions to the list of important advertisers who have approved and welcomed this unique method of reaching 50,000 good grocers and jobbers once a month.

Among those present in the September issue are the following:

4 Pages in Color
Van Camp Products Co.

2 Page Insert
The Rotospeed Co.

Spreads in Color
Aunt Jemima Mills Co.
Merrell-Soule Co.
Washburn-Crosby Co.
Palmolive Co.

Double Page Spreads

The William G. Bell Co.
Kaufmann Bros.
The National Kraut Packers' Assn.
The Pantasote Co.

Color Pages

The A. Colburn Co.
Jersey Biscuit Co.
Igleheart Bros.

Full Pages

Bayle Food Products Co.
 Beech-Nut Packing Co.
 The Borden Co.
 Burnham & Morrill
 California Fruit Growers' Exchange
 Colgate & Co.
 J. & J. Colman (U. S. A.) Ltd.
 The Columbus-Union Oil Cloth Co.
 The Creamette Co.
 Crescent Mfg. Co.
 The Dayton Display and Fixture Co.
 The Albert Dickinson Co.
 The Garford Motor Truck Co.
 Harry L. Hussmann Refrigerator &
 Supply Co.
 James S. Kirk & Co.
 Lipman Refrigerator Car & Mfg. Co.
 The McCaskey Register Co.
 McCray Refrigerator Co.
 Enoch Morgan's Sons Co.
 Morton Salt Co.
 Northern Paper Mills
 The Remmers Soap Co.
 The Shotwell Mfg. Co.
 Sitroux Importing Co.

Sundstrand Adding Machine Co.
 The Tupman-Thurlow Co.
 Uppressit Products Corp.
 Western Pine Mfrs. Assn.

Less than Page

Ansel Freeland Co.
 The Columbus Washboard Co.
 Computing Cheese Cutter Co.
 Consolidated Electric Lamp Co.
 Empire Hardware Co.
 Fairbanks Morse Co.
 Luther Ford & Co.
 Foulds Milling Co.
 The Franklin Baker Co.
 The Franklin Sugar Refining Co.
 The Hopp Press, Inc.
 Ligonier Refrigerator Co.
 C. F. Mueller Co.
 Reed Candy Co.
 Self-Locking Carton Co.
 The Frank G. Shuman Co.
 Edward R. Smith
 United Steel & Wire Co.
 G. Washington Coffee Refining Co.
 Za-Rex Food Products, Inc.

TRADE DIVISION
 THE BUTTERICK PUBLISHING COMPANY
 912 Broadway, New York



33 1/3%
 Increase
 over last year

Beans May Be Advertised as "The National Dish"

THE forming of a national association promoting the sale of American grown beans and securing for that product recognition as the "National Dish" through advertising are being urged.

While details are as yet undecided, it is expected that a national campaign on this product will play no favorites—and consumption of all varieties will be recommended—canned, dried, baked or cooked, bulk or in packages. Tentative duration of the campaign is planned for one year starting October 1 of the current year.

The initial move toward the campaign was made and the expense amounting to about \$1,500 necessary to bring about a conference last May at St. Louis, was borne by the New York State Bean Shippers' Association. Other associations interested include: the California Bean Dealers' Association, Northern and Southern division; the California Bean Growers' Association; Michigan Bean Jobbers' Association, and the Rocky Mountain Bean Dealers' Association of Colorado and New Mexico.

Consummation of plans is expected shortly at a meeting to be called at Chicago by Chairman H. Clay Miller of San Francisco. At that time the formation of a permanent national organization will be completed, PRINTERS' INK is informed by Benjamin Gerks, acting secretary.

At the St. Louis conference an advertising agency was authorized to make a complete research and investigation of the subject of beans. The report since completed states that beans have "the best advertising case ever laid down in black and white as a practical proposition for business men." It is from this report that advertising copy will be prepared.

The \$600 expense of the research was met in half by money from the original New York fund, California and Michigan associa-

tions, \$112.50 each, and the balance by the Rocky Mountain association.

The approximate 1921 crop figures form the basis adopted for determining the means of raising the advertising appropriation. A levy of nine-tenths of one cent per 100-pound bag on the crop of approximately 5,690,000 bags for that year would yield a fund of \$51,210. This amount is the minimum to be raised and it is expected that the fund will total well over \$100,000 exclusive of outside appropriations.

As soon as the campaign is launched, PRINTERS' INK is informed, contributions will be sought from canners, brokers, and others benefited by the campaign. Lima bean growers are not expected to participate in this campaign.

A New Windsor Crepe Product Is Advertised

Converse & Company, New York, are using dry goods publications and direct-mail advertising on a new member of the Windsor crepe family, a fabric for which application for registration of the trade-mark "Cotto-Chine" has been made.

To dealers stocking this material, the company is loaning a window display of this product. The display, which may be had for a week, consists of three dolls dressed in "Cotto-Chine" gowns together with an animated electric sign. The latter not only advertises the product in yard goods, but also features it in made-up garments.

"Kraft Kloth" is another product for which Converse & Company have made application for trade-mark registration. No national advertising is being conducted for this, but the company is mailing to its customers a poster which shows the different articles that can be made from "Kraft Kloth" material.

Louise Francis, Advertising Manager, Best Foods, Inc.

Louise Francis has been appointed advertising manager of Best Foods, Inc., New York, succeeding D. Hill who has been made division sales manager at Kansas City, Mo. Miss Francis has been a director of the Hawley Advertising Company, New York, for the last five years.

Best Foods, Inc., is the new name recently adopted by the Nucoa Butter Company in line with its plan to manufacture a general line of food products, of which the first, Gold Medal Mayonnaise, is already on the market.

3, 1923

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*A
presidential
year
is always a big year
for
The Literary Digest*

Already the political pot is simmering in the camps of the two big parties. Soon it will be boiling with a conglomeration of "favorite sons" and "dark horses" planks, platforms and pledges, caucuses

and conventions, betting odds and burning issues. ¶ A presidential year is always a big year for The

Nothing can The Literary

It does not express its own opinion. It offers something better than the thoughts of any one editor, and that is a collaboration of the opinions of the ablest editors and the news of the keenest reporters everywhere. It is the consensus of the country. ¶ It has no competitor and no imitator. It is unique and it is indispensable. More new readers are attracted to The Digest in a presidential year than at any other time and

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Digest. Its position as the fore-
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Take the place of **Literary Digest**

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ever a necessity. ¶ Digest readers
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who hold positions of responsibil-
ity and influence. ¶ They are mul-
tiple purchasers, buying for
themselves and their homes as
well as for the up-keep of their
businesses. ¶ They can be reached
ONLY through The Literary
Digest. ¶ No other publication
duplicates its circulation. The

nearest, a national weekly with a circulation of over 2,000,000, reaches only 25% of it—being read by only 300,000 of The Digest's 1,300,000 readers. Advertisers will do well to bear in mind that during the coming year The Literary Digest, always a necessary publication to those who have goods to sell, will be more than ever a vital factor in the lives of its readers—who constitute the richest buying market in the world.

The Literary Digest

73% of its readers are owners, officers or executives of their respective businesses, or professional men who stand high in their field of work.

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Trade Advertisers Turn to Human-Interest Photographs

Advertisements in the Business Press Are Becoming Veritable Picture-Galleries of Character Study

DO business men live a Dr. Jekyll and Mr. Hyde existence? We are not referring to anything of a scandalous or slanderous nature. What we have in mind is the rather generally accepted fact that when a man leaves his office at five o'clock he is a changed person. The hard look in the eyes softens, the square jaw relaxes at least a trifle, the stern attitude gives way to more human qualities; in other words, the executive sitting before a desk and the same individual lounging in front of an open fireplace is, according to the common version, a dual personality.

To a certain extent this is true. But surely, one does not undergo a complete metamorphosis as he pushes open the office door. Down at business we are still susceptible to many of the influences which mould our social activities and preferences.

And all this has a direct bearing on at least one phase of advertising—the business-paper campaign. It was largely because of the mistaken notion that executives steeled themselves against anything not strictly concerned with business that trade copy confined itself to stereotyped, lifeless illustrations and text.

A change, that is particularly noticeable in illustrations, has taken place. The rapid development of the advertising photograph has assisted in this change and it is to the camera that a great majority of the advertisers in business papers turn, in the new régime of human interest embellishment.

Today we find the advertising sections of all business papers veritable picture-galleries of character study. The stage is rather beautifully set and little plays are put on, it being assumed, in the changed point of view, that the buyer of a store, for example, is

just as susceptible to fine art and romance in the composition and idea, as the consumer himself.

As an instance of the extent to which textile manufacturers will go to secure unusual material, we might refer here to the advertising of The White Haven Knitting Company, maker of union suits for children.

PROFESSIONAL MODELS APPEAR BEFORE THE CAMERA

Children are featured, and the models are, of course, professionals. One camera study poses a little boy and a little girl, as make-believe "Father and Mother." The boy wears his dad's goggles, and he is playing doctor. A very funny physician's kit rests on a doll chair nearby, and the lad is critically examining the thermometer. He has been called in to attend a quite sick doll, and is taking its temperature. Anxious mother kneels beside the crib where the ailing "baby" is throned in state.

All of this is done with such magnificent dignity and skill that the result is a compelling and whimsical illustration. The garments on the two little actors show off to perfect advantage.

There is a case on record where a buyer for a large department store thought well enough of a connected series of such trade-publication advertisements to mount and frame the illustrations, and they were placed conspicuously in the department to which they referred.

Five years ago the advertiser would have been quite content to pose two conventional models wearing the garments in an equally conventional manner and let it go at that. Now he is staging little human interest stories.

Durham Hosiery trade-paper advertising goes to equal lengths to give its campaigns illustrations

which show, on their face, the care and attention that has been devoted to them. Models pose under admirable circumstances and with backgrounds which provide as much "class atmosphere" as the most imaginative artist could create.

One unusual business-paper campaign, made into a series, with

paign would depend upon the illustrative feature.

"We must illustrate as we have never done before. And I can't see anything to mere retouched still-life studies of the merchandise. We have done it, over and over again, for eleven years. Nothing new here.

"Can't we present, one to every issue of our business-paper campaign, a series of fine character studies, not of the average customer, but the grumps, the ugly chaps, the hard-to-please class. Show them exactly as they are, frowns and shoulder - shrugging and all.

"I have in mind, say, the man of around fifty, who is over-particular. He was born with a grouch and has never gotten over it. Every time he makes a purchase in a store he starts an argument. He is over-particular. He doubts. He is difficult both to convince and to sell. The clerk always has his hands full in making the sale.

"Every buyer in the country will recognize this bird.

"And we will give a brief word picture of him as well, going

on to say that our merchandise always pleases and satisfies this exacting customer. You can sell almost anything to pleasant people who are easy to please. When a product makes the grump and the critic reach for their purses, we have a real selling argument.

"Select say a dozen of these types, men and women, and present them as frank character studies of the hard-to-please people that we please."

In order to fill this bill, it was necessary to do some lively hustling. Professional models were



WHITE HAVEN
WAIST UNION SUITS

Active boys and girls are comfortable and free in these seamless-at-the-shoulder and seamless-at-the-waist (patented) garments. From yarn to buttonholes, the White Haven Waist Union Suit is a merchandise value.

Ask your jobber. If he cannot show you the White Haven Waist Union Suit, write us and we will send you the name of a jobber in your locality who will be glad to show you this merchandise.

SMITH-MCCLELLAND CORPORATION, Selling Agents, 212 BROADWAY, NEW YORK
WHITE HAVEN KNITTING COMPANY, INC., WHITE HAVEN, PA.

AN INGENUOUS USE OF HUMAN-INTEREST MATERIAL, AND
A GOOD ILLUSTRATION FOR THE PRODUCT

pictorial continuity, featured types posed by selected models.

The specifications came in something as follows, in the way of a recommendation from the sales manager:

"Our product is notable because it pleases the hard-to-please. It makes friends of cross and fussy customers.

"One of the best points we can discuss, in talking to jobbers and buyers for stores, is the above, elaborated and given new interest and flavor.

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49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

Fulton, Mo. is an excellent market

With three colleges drawing students from throughout the state and district, and with commercial interests serving the farm-owners on all sides, Fulton stands as one of the most substantial small cities in the 49th state.

Shoe manufacture, coal mining, fire-brick production are the principal industries. Fulton, with approximately 5600 people, claims bank deposits of \$2,100,000.

Her business volume of \$3,500,000 is another index to her wealth.

Fulton people have ready access to St. Louis shopping facilities, besides these local trade groups:

- | | |
|---------------------------------|--------------------|
| 21 Groceries | 4 Drug Stores |
| 8 Auto Dealers and Garages | 3 Hardware Stores |
| 2 Building Material Dealers | |
| 5 Shoe Stores | 5 Dry Goods Stores |
| 3 Men's Furnishing Goods Stores | 2 Stationers |
| 4 Confectioners | 3 Furniture Stores |
| | 3 Jewelers |

The Globe-Democrat is, by long odds, the leading St. Louis newspaper among Fulton readers.

Circulation: Daily—507; Sunday—688

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, . New York
Guy S. Osborn, . . . Chicago
I. R. Scolaro, . . . Detroit

C. Geo. Krogness, . San Francisco
Dorland Agency, Ltd., . London
Asso. American Newspapers, . Paris

We could not be satisfied
unless we gave St. Louis
her BEST Newspaper.

chosen with infinite care, because of their specific ability to look and pose the parts.

It is perfectly obvious that lines of reasoning of this sort are being engaged in by business-paper advertisers. The illustrations "have a reason."

Recently an advertiser bought a peacock—one of the finest he could locate—to serve as an accessory for a series in which Dame Fashion was linked with the glittering pride of the bird. A series of pictures was taken on the estate of a New York millionaire.

In another campaign, a photographer was permitted to use the stage scenery of a notable theatrical production. Batteries of electric lights were taken to the theatre to use in conjunction with house illuminations, and the troupe of models, in their silk and satin dresses went through almost as much rehearsal as would go with a modern "show."

But types may not always come from the ranks of the professional models.

An advertiser required a perfect college type, a young man who seemed a pictorial idealization of all college men in one.

The manager of the campaign ran across just the right type on the deck of a big liner warped in at her pier. He was dressed as a steward and had shipped for the wage and the adventure, when college closed. His real identity did not come out until he was approached on the subject.

By dint of much persuasion and a handsome financial offer, this young Apollo was coaxed into letting that one trip go by.

The clothes were supplied by the advertiser of course, and a series of thirty prints was made. They were as successful as was expected because, strange though it may appear, these super-types are not easily located. This boy just happened to have perfect features, a superb profile, and a figure adapted to wearing clothes smartly.

Posed figures are more than "clothing dummies." Therein lies the strength of the newer

idea in business-paper illustrations.

It has also come to be quite the thing to use the same photographic designs for tie-up mediums, such as window cards, counter cards, and the covers of booklets.

Business-paper illustrating is no longer minus both heart-interest and wonderful background staging.

Helping Fish Advertising in England

THE LONDON PRESS EXCHANGE, LTD.
LONDON, ENGLAND.

Editor of PRINTERS' INK:

I have to thank you very sincerely for your letter.

The articles in PRINTERS' INK, which are indicated in it, are full of interest, and I have, as you suggest, written to the Bureau of Fisheries, Washington, to ask them for any further information which they have available.

Once again we are indebted to PRINTERS' INK for help and advice, for which, as always, we are very grateful.

THE LONDON PRESS EXCHANGE, LTD.

Los Angeles Newspaper Appoints Benjamin & Kentnor

The Los Angeles, Cal., *Illustrated Daily News* has appointed the Benjamin & Kentnor Company, publishers' representative, as its advertising representative in all territory east of the Rocky Mountains.

The Benjamin & Kentnor Company also has been appointed national advertising representative of the Johnson City, Tenn., Staff.

Form Chicago Sales Data Service

A. C. Nielsen and R. H. Morris, formerly with the H. P. Gould Company, Chicago, have organized the A. C. Nielsen Company, Chicago. The new company is formed to supply sales and advertising information and performance surveys. Mr. Nielsen is president and Mr. Morris is vice-president of the company.

Clarksburg "Exponent" Appoints Geo. B. David Company

The Clarksburg, W. Va., *Exponent* has appointed the Geo. B. David Company, publishers' representative, New York and Chicago, as its national advertising representative.

Beverage Account for McJunkin Agency

The advertising account of the Chero-Cola Company, Columbus, Ga., beverage manufacturer, has been placed with the McJunkin Advertising Company, Chicago.

Everywhere— Every Morning

It is the universal appeal of The Detroit Free Press—its demonstrated ability to reach and influence the home of every type and class in Detroit that makes its advertising columns so eminently productive.

Where men work, in the great motor plants—where men play, in exclusive clubs—where business is planned and executed, in the inner councils of Detroit's industries—in women's organizations, in the humblest home, the wealthiest home, in every part of the city, The Detroit Free Press is **FIRST** each morning.

Whether the advertiser's appeal is to be made to those homes where the smallest or the greatest measure of purchasing ability is available, he will find The Detroit Free Press a most convincing answer to "where to tell it in Detroit."

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

The Price of McCall's Magazine is Ten Cents a Copy

*-but the 10¢ price is not the reason
for the success of McCALL'S*

MCCALL'S has struck out boldly into new fields and along new lines of effort. Its success is not the direct result of any of the usual factors in publishing. Of course the great star authors whose writings now appear exclusively in McCall's have helped to place it in a dominant position.

But the mere expenditure of money for best sellers can by no means account for the success of McCall's any more than it can explain its constantly growing circulation, which springs from an eager reading public. Energetic editing along entirely new lines and journalistic inspiration have entered largely into the policy that has made McCall's what it is today—America's greatest ten-cent magazine.

If the readers of McCall's all lived on a single street, that great street would stretch across the continent, from Boston to San Diego, with a house every twenty-five feet on both sides of the street. McCall Street spends or invests **SIX BILLION DOLLARS A YEAR.**

The merchandising leverage of McCall's is enormous. The McCall Company manufactures over 100,000,000 units annually, including both publications and patterns—all bearing one name—**McCALL.**

More than 7,200 retail stores act as

service stations to the people on **McCALL STREET.**

McCALL merchants spend over \$1,000,000 annually in their local newspapers advertising the products bearing the name **McCALL.**

Full pages in the big metropolitan newspapers and McCall publications have given **McCALL STREET** a nationwide significance.

With the name **McCALL** so firmly impressed on the public consciousness McCall's Magazine offers the advertiser an enormous **MERCHANDISING LEVERAGE** and dealer influence.

McCALL'S

THE LARGEST CIRCULATION OF ANY

McCall's Circulation is Demand Circulation

Here is a publication that the women of America march up and buy. They buy without urging. They buy it because they want it. McCall's is released for publication on the tenth of each month on more than 50,000 newsstands throughout the United States, and the piles of McCall's literally melt off the newsstands.

Present facilities cannot produce enough copies of McCall's to fill the demand, but new printing arrangements are now being made so that in a few months the editions can be increased. At the moment 1,850,000 copies per issue is the limit of printing capacity; the public demand is in excess of 2,000,000.

The great October issue is out today

Read "The Three Talmadges"—the fascinating story of this greatest of all film families, told by their famous mother. Robert W. Chambers writes the first great novel of modern piracy, bootlegging, "The Jolly Roger"—a tense mystery story that starts in this issue. Gene Stratton-Porter challenges the colleges in an article to the boys and girls who cannot go. Ethel M. Dell writes another fascinating installment of "Tetherstones," her latest novel of love and mystery. Samuel Merwin in his novel, "Silk," gives you an intimate peep into ancient China. Arthur Somers Roche writes one of the best small-boy stories of the year, "His First Sweetheart." Louis Joseph Vance, author of "The Rogue," tells in "The Fatal

Affirmative" what happened when a man "took a dare." Sophie Kerr has a charming idyl of young love. Mary Synon takes you to Old Mexico in a touching story of tragedy and love—"Yucca Bloom." And in the famous McCall Departments—Dr. Charles Gilmore Kerley, E. V. McCollum, Sarah Field Splint, May B. Van Arsdale, Ruby Ross Goodnow, Lillian M. Gunn, Winona Wilcox, Frederick Lee Ackerman, Mrs. Ben Lindsey.



© 1921 The McCall Co.

MAGAZINE

TEN CENT MAGAZINE IN AMERICA

How Barton's Dyanshine Got Its Start

IN a recent court case some interesting facts were divulged concerning the origin and growth of Barton's Dyanshine. It was in July, 1918, that Warren D. Barton, leather worker, of Waco, Texas, and one of the plaintiffs in the action, evolved a preparation designed both to dye and polish leather. The preparation was sold at the beginning at Camp McArthur. It became very popular there in a short time. Later on, the demands for Dyanshine came from other camps. By July, 1919, orders in large quantities were being received from a large section of the country.

At this stage Mr. Barton had associated with him several partners, and two or three traveling salesmen were employed.

The growth continued, and in the early part of 1920 close to thirty salesmen were selling Dyanshine. Its use was confined chiefly to the South and Middle West, but the demand was not entirely limited to these parts.

Prior to 1920, according to the testimony, Dyanshine had not been advertised to any impressive extent. Up to this date the advertising had consisted in the main, of display cards and novelties.

In 1919, however, a sizable appropriation was made for advertising which was invested principally in newspapers of the South and West. The advertising expenditure for 1919 was \$22,237.97; in 1920 it totaled \$39,828.15, and in 1921 the amount had reached \$80,740.58.

Eaton Axle & Spring Company Appoints A. J. McElhone

A. J. McElhone has been appointed advertising director of The Eaton Axle & Spring Company, Cleveland, O., manufacturer of Eaton axles, Perfection springs and Cox bumpers. He was recently publicity manager of The Class Journal Company, New York. Mr. McElhone also has been with the Byron G. Moon Company, Troy, N. Y., advertising agency, as an account executive.

Full-Fashioned Hosiery Trade Informed of Campaign by Telegraph

To make certain that every dealer in the trade would be lined up behind the consumer educational campaign which the Full-Fashioned Hosiery Guild, Inc., New York, is going to conduct through national advertising, a telegram was dispatched to members of the trade throughout the country.

The telegram which was in the form of a night letter read as follows:

"This organization of American hosiery manufacturers will conduct extensive advertising campaign teaching women to know advantages full-fashioned hosiery. See announcement September trade publications. Movement increases value your hosiery business and discourages house-to-house selling. Details follow. May we expect your co-operation."

A. B. Hall to Rejoin The Greenleaf Company

A. B. Hall, who resigned as general manager of The Greenleaf Company, Boston advertising agency, late in 1920, to conduct an advertising and sales service under his own name, returns to that agency on October 1 as vice-president and general manager in charge of sales and service.

St. Louis Raw Fur Houses Appoint Agency

The Fouke Fur Company and Funsten Bros. & Company, St. Louis, receivers of raw furs, have appointed Brockland & Moore, Inc., advertising agency of that city, to handle their advertising. Farm publications, mail-order publications and weekly farm newspapers will be used.

Electric Account for Cincinnati Agency

The Automatic Electric Devices Company, Cincinnati, has placed its advertising account with Bohnett & Company, Cincinnati advertising agency. The Home Charger, a device for charging radio batteries, will be featured in the company's advertising.

Joins Berkeley Press

Elva W. Wilcox has been appointed sales manager of The Berkeley Press, New York. Miss Wilcox was formerly with the Williams Printing Company of that city. More recently she has conducted a publication paper service under her own name which will be continued.

"Muscle Shoals News," a New Sunday Newspaper

The Florence, Ala., *News*, and the Sheffield, Ala., *Tri-Cities Daily*, will begin publication on September 30, of a Sunday morning newspaper known as the *Muscle Shoals News*.

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The Secret of Making Things "Seem Fairer Than They Are" May Be Transplanted from Literature into Advertising

By Richard Surrey

LET me admit at once that it was an advertisement for Whitman's "Pleasure Island" chocolates which started the train of thought I am now attempting to get down on paper. The advertisement is here reproduced. You can read the heading and examine the illustration for yourselves. The copy begins like this:

Plunder from the Spanish Main! Modern treasure ships bring back from these tropic isles sugar, spices, chocolate, nuts and fruits. The charm of far-off, forgotten shores and storied seas is expressed in this pirate's chest of delectable sweets.

At the end we find:

Truly a treasure-trove is this picturesque package, so reminiscent of the brave tale of Robert Louis Stevenson!

Perhaps I should further confess to an inordinate love of books, which accounts for my attention being especially drawn to this piece of copy. I am anxious, as you may see, to state frankly and then remove, as far as possible, the personal equation. Not that I am ashamed of my attachment for literature. We who work with words would be false to our trust if we allowed our confidence in the essential principles of good writing to be sneered out of existence by the professional *entrepreneur*, the born promoter, whose wholly acquisitive and often unlettered mind revolts at "art" and all that is implied in the term.

I would stake everything I have in this world on the proposition that more advertising has been spoiled by ignorance and neglect of the great masterpieces of literature than ever was rendered barren of results by a too enraptured preoccupation with them. And I am thinking, now, not so much of mere virtuosity of word-painting; but rather of the themes which in every age have fired the aspira-

tions and aroused the emotions of great masses of people. These themes are as potent today as ever they were, and the advertiser who ignores them, who relies on bluff, at the one extreme, and cold logic, at the other, fails to use a deep and easily navigated channel into the harbors of human consciousness.

"We know," says Gilbert Murray, one of the most scholarly of the literary men of our time, "that behind all changes the main web of life is permanent. The joy of an Egyptian child of the First Dynasty in a clay doll was every bit as keen as the joy of a child now in a number of vastly better dolls. Her grief was as great when it was taken away. Those are very simple emotions, but I believe the same holds good of emotions much more complex. The joy and grief of the artist in his art, of the strong man in his fighting, of the seeker after knowledge or righteousness in his many wanderings; these and things like them, all the great terrors and desires and beauties, belong somewhere to the permanent stuff of which daily life consists; they go with hunger and thirst and love and the facing of death. And these it is that make the permanence of literature."

The spell of gold and buried treasure has led men to face death in every age, and though few of us nowadays, perhaps, would risk our skins in such pursuits, we still like to read about those who did. Whoever was responsible for the theme, the appeal and the borrowed glamor in this Whitman advertisement must have been seized by this truth. Seldom, I think, has glamor been used in merchandising with such effectiveness. For it is not merely a piece of advertising; it is an unusually thorough example of the merchan-

CONTINUED LEADERSHIP

The Cincinnati Enquirer

FROM
JANUARY 1st TO AUGUST 31st, 1923
PUBLISHED

2,287,870 LINES
OF CLASSIFIED ADVERTISING
Second Paper - 1,404,648 Lines

The Enquirer's Gain Over 1922 Was 343,984 Lines
The Second Paper's Loss Was - 176,946 Lines

ADVERTISING experts agree that the volume of classified advertising carried by any newspaper is the measure of its ability to bring results to all advertisers.

Results are easily measured by classified advertisers. They put their ads in the paper that brought them results the last time they had something to advertise, so classified advertising volume is the result of the profitable experience of thousands of advertisers. Most display advertisers who are students of advertising prefer to buy space in the paper that carries the most classified.



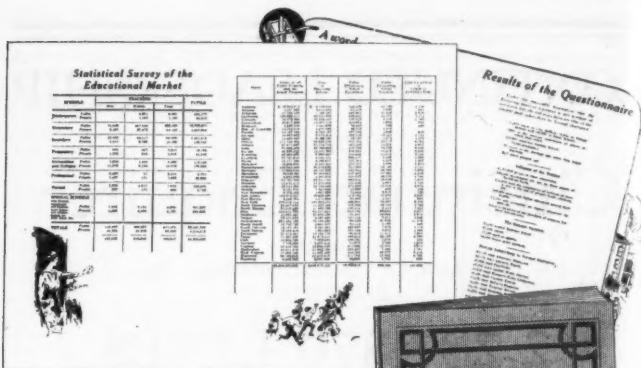
THE CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

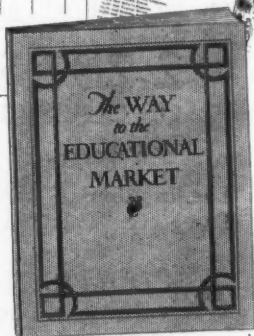
I. A. KLEIN
50 East 42nd Street
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

I. A. KLEIN
76 West Monroe Street
Chicago



Write for this Booklet



It contains a complete Statistical Survey of the Educational Market showing the number of men and women Teachers in Kindergarten, Elementary, Secondary and High Schools, in Colleges, Professional, Normal and Special Schools. Also the number of pupils in each division.

By states it gives Value of all Public Property used for School Purposes, Cost of Operating Schools, Public Elementary School Enrollment, Number of Public Elementary School Teachers, etc.

In its sixteen pages is much data relative to School Bond Sales, Teachers' Salaries, Amount Spent Yearly for Buildings, Equipment, etc.

The results of a questionnaire which we recently sent to 10,000 subscribers to Normal Instructor are summarized.

We have attempted, in compiling and arranging this booklet, to make it not only interesting, but also useful to agency men and to advertisers. A limited number have been printed.

F. A. Owen Publishing Co., Dansville, N. Y.

Chicago Office
910 So. Michigan Ave.
C. E. GARDNER
Advertising Manager

New York Office
110 West 34th Street
GEORGE V. RUMAGE
Eastern Representative

NORMAL INSTRUCTOR

and PRIMARY PLANS

For Teachers of all the Grades and Rural Schools

sant borrows a bit of glamor from Nature to spice the sour dish he offers.

After an evening of maudlin grief over the supposed death of his mother, Monsieur Caravan is left sitting beside the river by the depraved Doctor Chenet, to "wear off" his drunken stupor. He presently recovers somewhat and looks about him:

The moon had risen and bathed the horizon in its soft light. The tall poplar trees had a silvery sheen on them, and the mist on the plain looked like floating snow. The river, in which the stars were no longer reflected, and which looked as if it were covered with mother-of-pearl, flowed on, rippled by the wind. The air was soft and sweet, and Caravan inhaled it almost greedily, thinking that he could perceive a feeling of freshness, of calm and of superhuman consolation pervading him.

This is the veriest "moonshine" raised to the *n*th degree by the felicitous touch of a supreme artist in words. It is a bit of glamor that seems to have been borrowed from the recollections of us all.

The least temperamental of us have succumbed, at some time or another, to the fragrant spell of a moonlit summer night. With this "touch of Nature" Maupassant makes us feel a certain kinship with the little pinched soul of a besotted admiralty clerk.

He employs this identical trick in another story—"Paul's Mistress." Just before Paul commits suicide we are again offered a spoonful of the most exquisite "moonshine" to sugar the pill:

Over the broad fields the moon shed a soft light resembling powdered wool; it penetrated the foliage, silvered the bark of the poplars, and riddled with its brilliant rays the waving tops of the great trees. The entrancing poetry of this summer night had, in spite of himself, entered into Paul, athwart his infatuated anguish, stirring his heart with ferocious irony, and increasing even to madness his craving for an ideal tenderness.

I quote these two almost parallel examples to show that even so supreme an artist as Maupassant was not above repeating himself a little, so certain was he of engaging the reader's sympathy by these stock devices, these borrowed elements of glamor—the moon, the

silvery poplars, the broad fields and the plain, the floating snow or powdered wool of the moon's soft light.

And if a word-artist of Maupassant's stature would occasionally stoop to the use of such obviously glamorous elements to enliven a sordid and mercenary tale, how much less should we hesitate to relieve the over-anxiety to sell that marks so much copy, by similarly appropriate bits of atmosphere, and by appeals aimed a trifle higher than the consumer's crude cupidity.

The Whitman and Columbia advertisements I have quoted are perhaps the most outstanding indications of the growing realization among manufacturers that people have something other than purses and bank accounts that may be "touched."

It is now some years since "art-work," in the shape of illustration, was introduced into advertising to supply atmosphere; but the use of really glamorous copy, and certainly the evolution of a glamorous merchandising plan, are new developments. I cannot conclude without one more example:

Some day in June, when happy hours abound, a wonderful girl and a wonderful boy will leave their friends in a shower of rice—and start to roam.

Then life will surely slip its tether and youth will be full of the promise of the happy days to come.

Give them a Jordan Blue Boy, the bright sky overhead, the green turf flying by—and just beyond the hill a thousand miles of open road—then a quiet inn for dinner.

Such copy as this is an evidence that some writers of advertisements, wittingly or unwittingly, are governing their art by those incontrovertible principles enunciated in Athens centuries ago. It speaks of a new recognition, at least in advertising, of Plato's old dictum that the manner of our lives—the things we think and say and do, and hence the things we purchase—are determined by "the road of our longing and the quality of our soul."

The "quality" of the soul appealed to has an important bearing on the glamorous appeal. The man who wears a dinner coat and

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

the man who carries a dinner-pail can both be influenced by glamor; but not of the same kind. The emotional reactions mentioned by Professor Murray are unquestionably basic; but the heterogeneous character of modern society gives rise to endless differences and refinements of such reactions.

The word "love," for example, possesses an altogether different connotation in the minds of cultured people who regard "Romeo and Juliet" as its sublimest expression than is sensed by those who prefer salacious literature.

The glamor contained in the Columbia advertisement we have examined will not sell "Ah! Levett's soleil" to people who want only jazz records. The glamorous appeal, like every other, must take these wide divergencies of occupation, earning power and temperament into account.

Exempt Advertising Men from License Fee in Chicago

ADVERTISING agencies and publishers' representatives are among the businesses formerly licensed by the city of Chicago which, in the future, are exempted from paying license fees, in the opinion of the Chicago corporation counsel. This list also includes manufacturers' agents, wholesale paper establishments and commercial, collection and claim agencies.

This opinion probably writes finis to a chapter that advertising men in Chicago have long felt might be headed Petty Extortion. Each year agencies and publishers' representatives have been visited by collectors who have presented bills ranging from ten dollars upward, depending on the number of people employed in the office. Explanations of the nature of the businesses conducted have met with scant consideration on the part of the license authorities who have been able to utilize the police power of the city in collecting their fees.

Recently a dozen Chicago fur-

riers obtained a temporary injunction restraining the enforcement of the city ordinance forcing them to obtain licenses. In connection with this case, Francis X. Busch, corporation counsel of Chicago, wrote Mayor William E. Dever as follows: "I have gone into the matter very fully and have classified existing ordinances under these heads:

"A. Cases where the City has express power to license and such licenses are unquestionably legal.

"B. Those cases which we believe we can sustain under general powers or under a combination of express powers.

"C. Those cases where the authority to license is very doubtful, but not altogether hopeless.

"D. Those cases where there is no possible chance of sustaining the ordinance.

"In order that the City may deal with the public in absolute fairness in the matter of license legislation, my recommendation would be that you prepare a message for submission to the Council at its next regular meeting recommending the repeal of all licenses which are admittedly unenforceable."

In Class D above, Mr. Busch groups thirty-four businesses in connection with which he considers there is no possible chance of sustaining the license ordinance. The head of the license bureau in Chicago tells PRINTERS' INK that no attempt will be made to collect license fees from businesses which, in the corporation counsel's opinion, are not covered by legal ordinances. Where an advertising agency maintains what might be termed a workshop comparable to a factory probably a license fee can still be collected. In the case of the office maintained simply as an agency by a manufacturer no attempt will be made in the future to enforce the license.

The next meeting of the Chicago City Council takes place in October. At that time it is expected that the Mayor will recommend the repeal of those ordinances that the corporation counsel admits cannot be legally enforced.

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68 years in the Field



Hardware Age, the old oak in the hardware trade, has stood every test for 68 years.

When manufacturers and agencies contemplate advertising hardware products they consider Hardware Age first.

Here's proof: 64.9% of all advertisers using space in 1922 in any of the four hardware papers of national distribution used Hardware Age.

35.9% of all advertisers using space in 1922 in any of these hardware papers used Hardware Age *only*.

Hardware Age

239 WEST 39th STREET, NEW YORK



**ED. PINAUD'S
HAIR TONIC**
(Eau de Quinine)
"Would have saved
your hair"

Ed. Pinaud's—the largest selling hair tonic cars for more than fifteen consecutive

This advertiser has always believed that is constantly displayed because of the thousands of men and women of the cities, who are the

Street Car advertising works continuously. The average city costs less than two and a half

STREET RAILWAY

Central Office
Borland Bldg., Chicago

Home
Candler



**ED. PINAUD'S
HAIR TONIC**
Modern hair culture
is the faithful use of
this exquisite
French Eau de Quinine.
Fragrant—Pure

ED. PINAUD'S HAIR TONIC

Eau de Quinine
insures
lustrous
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LWA DVERTISING CO.

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Western Office

Monadnock Bldg., San Francisco

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GUARDS

"Type high bearers of metal or wood used around type forms when being electrotyped."

—DICTIONARY OF PRINTING.

Every craftsman in the Goldmann plant is a guard of long experience, preventing the little slips that can mar the finest work. Forty-seven years have taught us to prevent instinctively the almost indiscernible blemishes which the slightest lessening of vigilance would invite. Goldmann has a reputation to guard—and producing consistently first-rate printing is the way to do it.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4320



13, 1923

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How Advertising Is Rebuilding a Business on a Thrift Basis

Shoe Repairs and the Repairman Are Being Merchandised out of the Hinterland to an Economical Public

By D. M. Hubbard

THERE is a veritable storehouse of suggestion in advertising for the manufacturer who thinks that the retail outlets of his line are stagnant. What can be done is best indicated by what has been done. Scarcely a sales manager but can look out of his office window or walk the streets right in his home town without seeing the tangible evidences of success in more than one field where a few years ago there was chaos.

One example of this that comes as readily to mind as any is the taxicab. If ever there was a business handicapped by blackened eyes, shabby clothes and run-down heels, certainly the taxicab of a few years ago ranked high in the free-for-all list of commercial nondescripts. Today the clean, insured advertised taxicab is writing a new chapter in transportation history all over the country. Another instance is the present day, advertised barber shop with improved equipment and new service. As an advertiser or as an advertising influence the gasoline station of a decade ago looked as flat as a flounder. A few years back public utilities and savings banks were, for the most part, not even in the prospect class as advertisers.

"Four years ago we made a nice plump profit operating a repair shop in connection with our shoe section. The profit has just about disappeared, although we still have our repair department. Angelo with his downtown shop is beginning to wake up to the fact that he can be a business man and not just a cobbler. Someone has told Constantine out in the suburbs about advertising. Between the two of them our repair department is going to seed."

It was the shoe manager of one

of the biggest department stores west of the Hudson River speaking.

"Of course with us shoe repairing is a side-issue, a matter of convenience to our established trade," he went on. "We have never looked to it to produce real revenue. However what I am getting at is this: Shoe repairing is actually coming out of the cocoon stage. It used to be a hashed up affair. Nowadays manufacturers who sell Angelo and Constantine leather, rubber heels and machinery are selling them ideas as well. And Angelo and Constantine are proving to the rest of us that they aren't such novices as we thought."

SHIFTING THE SCENES

A survey of most big cities and a great many small towns will bear out this thought that shoe repairing is consciously developing into a real business. The hole in the wall is giving way to a well lighted, attractive, comfortable shop where customers can wait if they choose without embarrassment. Some repairmen are learning what salesmanship is. More of them are beginning to understand what buying means. Standards of workmanship and business conduct are going up. Indirectly advertising is playing an interesting part in shifting the scenes.

Any manufacturer who believes that the brows of his dealers are a bit too low to appreciate and use advertising can look over the shoe repairing situation and learn something. This situation is not yet perfect. It is changing, and influences and reactions can be watched and traced best while they are in a flux. Someone is sure to say that shoe repairing is in the hands of the Greeks and Italians.

That fact probably makes it better worth study. If advertising, dealer work and merchandising can be made to take on the garb of importance to the immigrant of yesterday, then they have established their case as workable helps for other fields which are far more promising.

Someone has estimated that twenty per cent of the shoe repair trade is made up of the intelligent class. The exact percentage is not important. What is important is that there is an intelligent class. The intelligent ones can grasp improved selling ideas once they are merchandised to them. In any business they are the ones who naturally must be taken into consideration first in future selling; for they will force the others to rise to their level or drop out of the race as real competitors.

Advertising on the part of the manufacturer is already beginning to make shoe repairmen clean house, not by calling on the repairman to better himself, but by going direct to the public. It is teaching the public what it is entitled to expect when it spends money at the corner shop. "Resoles should be the same weight and thickness as the original sole. A heavier sole is a strain on the upper and weakens the shoe," says one advertiser of sole leather. Another national advertiser, the United Shoe Repairing Machine Company, advertises that it will stand squarely behind the quality of work done by any shop bearing its official repairman's sign. Leather men in general, those who are tanners and those who are not, say that the present institutional campaign of the sole and belting leather tanners will surely educate the public to look for a higher standard of repair skill since the advertising is intended to make the public more conscious of and familiar with leather.

The Penn Leather Company, tanners of Philadelphia, co-operating with its Chicago distributor, has recently begun a newspaper campaign for K-L leather resoles. This is to continue for at least a year in Chicago. Later it may be extended to other jobbing

centres. This advertising is double barreled, with an appeal for Mr. and Mrs. Typical as well as for the repairman. It recognizes that neither the repairman nor his customer knows much about leather and tanning. It drives at putting two or three vital facts before them.

LEATHER HAS BECOME BY-PRODUCT

For example, it is an important but rather obscure fact that leather has come to be a by-product. Cattle are raised nowadays primarily for beef and not for their hides. The demand for baby beef has brought about a younger kill in the packing plants. For years there has been a constant breeding up of cattle by dairymen and beef breeders. All of these developments have produced cattle with hides of finer texture and substance than formerly. Unaware of this change many people who send their shoes to the repair shop still think of strength in resoles as a matter of thickness.

That is why the Penn Leather Company is advertising the warning that "Thick Soles May Be Trick Soles." Thick, apparently heavy leather is not necessarily tough and long-wearing; it may be only poor leather swelled by acids and weakened in the process, this advertising points out. Every piece of copy that this company is running makes three major points: The economy of having shoes resoled at least twice with medium weight soles, the economy of going to a reliable repairman, and the economy of K-L trade-marked resoles. Selling a repair job of heavy, ungainly resoling becomes too difficult for the average repairman to cope with when his customer has read advertising that convinces him that no shoe should carry a thicker sole than the manufacturer used originally.

In tracing the upward, climb of any business it is helpful to remember the motive force back of it all. Thrift is pretty much the essence of shoe repairing. Accordingly it looked as if people were throwing thrift to the winds two or three years ago when the volume of repair business began to

13, 1923

Sept. 13, 1923

PRINTERS' INK

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Subject: "Frozen Credits" in Advertising

Gentlemen:

Advertising also has its "Frozen Credits." In advertising they are those undefined, invisible and too often non-existing results which are ultimately charged up to that convenient "goat" called "Goodwill."

Many people fail to use the same hard-headed judgment in handling their advertising that they do in demanding prompt and direct results from their factory, office and sales force.

Such people criticize advertising because they do not get the results vaguely anticipated but not really expected, when, if they would get down to cold facts, they would often realize that the media used did not reach either their best territories or their best class of users with sufficient power to create a business adequate to profitably bear the cost of advertising; nor was the plan of advertising well thought out for using such media.

In these exciting days the man who is inexact in his plan of advertising or in his method of selling, who cannot reason the logic of his proposals, stands little chance of pleasing those who pay the bills.

Our advertising "platform" is based on more than a quarter of a century of practical experience in our own firm, under the same ownership and management for our entire business experience. Just recall that this experience goes back over those "panic" years of 1907, 1914-15 and 1920-21.

Yours very truly,

M.P. Gould Company

Advertising Agency

454 Fourth Ave., N. Y.
Phone, Mad. Sq. 9070.

Charter Member American Association of Advertising Agencies.
Member Nat'l. Outdoor Advertising Bureau.

Discard arithmetic when you come to BOSTON



THE national advertiser who buys newspaper space in Boston may well discard his arithmetic. For in adding Boston newspaper circulations two and two are not always four—sometimes they are only two.

Complete coverage of Metropolitan Boston is the aim of every advertiser who comes to Boston. How to secure this coverage most economically is the problem that must be solved. Without an understanding of Boston's divided population, without the knowledge that Boston newspapers are grouped to correspond with this division, even the most forceful and convincing advertising may secure but half of the success that it deserves.

Yet successful advertising in Boston may easily be made a certainty. There are no complexities involved in the right selection of Boston newspapers. Grasp this one fact: that Boston is a two-group city. Customs and traditions that were part of Boston's birth divide its people now, as clearly as they were divided when Boston was a village.

Since this is true, it is inevitable that Boston newspapers should be subject to a similar division. So different are the habits and the preferences of both groups that no one type of newspaper will satisfy them both.

This is the condition that establishes the importance of the Herald-Traveler in Boston. For while one group of Boston's population reads one or more of several Boston papers, the Herald-Traveler, published to attract and satisfy a different type of reader, serves the most important group; a group that is effectively reached by no other paper.

The fundamental reasons for Boston's divided population, a discussion of the importance of both groups as buying units, an analysis of Boston newspaper circulations and other information relative to the proper merchandising of the Boston market is given in the booklet entitled, "The Road to Boston." A copy of this booklet will be mailed immediately upon receipt of a request on business stationery.



BOSTON HERALD-TRAVELER

taper off. This seemed to be something of a paradox at a time when war-time inflation had been punctured and the public was trying rather late in the game to stretch their shrinking dollars to the limit.

About that time at a sales convention of hardware and sporting good dealers a leather sales manager had the opportunity to ask how many of those present made a practice of having their shoes resoled. The response was surprising. About one man in five owned up to sending his shoes to the repairman when the first soles had worn through. One or two ventured the opinion that since shoes were no longer as expensive as during war times it was just as economical to buy a new pair as to have them resoled. Others complained of getting stiff heavy soles on repaired shoes that made the owners look like traffic cops just elevated to the dignity of "soft clothesmen."

Another investigation, this time among girls in an office building, showed that not one girl in ten had resoles put on her shoes. The cumbersome, bulky sole that stamped shoes as obviously repaired was the common reason for discarding them before they had outlived their usefulness. More inquiries showed that the general public, as usual, was strongly opinionated. People felt that the only soles that could give satisfactory wear must be thick and heavy and hence undesirable on a number of counts. In the light of what leather men knew to be the case such a belief was ridiculous. Today advertising is helping explode it.

The United Shoe Repairing Machine Company of Boston has a natural and obvious interest in the growth of the repair business. Some months ago it diagnosed the trouble as inefficient work on the part of the repairman. People were buying new shoes in preference to sending their old ones to be repaired in nine cases out of ten. It was not because they had stopped being thrifty, but because they did not trust the repairman to do a satisfactory job. "It

doesn't pay to have shoes repaired," said a woman to one United Shoe service man who had called on her. "If the repairer fixes the shoes in one place, he ruins them in another." And she brought out a pair of shoes which had been rendered useless long before they were worn out by the carelessness of a repairman who had cut an inseam in stitching on a tap.

SHOE REPAIRERS CLASSIFIED

To do their share of separating the chaff from the wheat the United Shoe people designed an identification mark. They have advertised this to the public as one means of knowing a quality repair shop. It is a red, white and blue display sign bearing the words "Goodyear Welt Shoe Repairing System." It is an award to repairmen who have satisfied the company that they are efficient, not on the basis of salesman's snap judgment, but by passing a real examination.

"Before we make any shop an official Goodyear Welt shop we make one inspection, usually more," says one of the United Shoe service heads. "First of all we want to know about the quality of work, then about the materials used, the appearance of a shop and finally the business methods of the proprietor. Our inspection is really an inspection plus an examination. The repairman has to pass it just as any youngster in school has to make established grades. For example we go into the matter of workmanship. The possible grade here is 85. We require that a repairman obtain at least 75. In business methods he must score at least 2 out of a possible 5 points. We pass only a man who can show a score of 5 out of a possible 10 points on materials.

"When a repair shop can pass this examination we will issue our official identification sign which we are merchandising to the public by advertising. We will also co-operate with the repairman in advertising his business. This means that we build a mailing list for him, supply him with booklets and

get out form letters on his own letterhead. Of course he pays part of the expense but it is only a small part of what it would cost him if he were to carry on his own advertising independently.

"We operate our machinery on a royalty basis. Therefore it is to our interest to increase the repairman's business. Sometimes it is hard to make him understand that that is our aim but he is grasping the idea and raising his standards accordingly. Our official sign says: 'Behind this sign is the skilled organization and service of the United Shoe Repairing Machine Company. Their experts have after repeated tests awarded this shop the official sign. It remains here just as long as our work meets their standards.' And it means just what it says.

"In a few cases it has been necessary to take the sign away once it has been awarded. Some repairmen try to put over inferior work after they have received it, but these cases are isolated. More often the inferior shop is too lazy to meet our requirements and earn it in the first place. For example, one of the biggest chains in Chicago will not agree to lay soles with cement. We think that that is essential to the customer's interest, and although this chain of shops is a leader in many other respects we have to refuse to qualify it as an official Goodyear repair firm. The official sign is advertised in metropolitan cities in 600-line copy with the names and location of the shops that are entitled to display it."

Advertising that is going to get the repairman's eye is simple and straightforward. The experience of one or two manufacturers shows that it is easy to highbrow him and miss the mark. Something like a year ago a manufacturer of rubber heels decided to star the repairman in a newspaper and business-paper campaign. While this advertising gave the repairman some good publicity and led to favorable comment in some quarters, it did not have the teeth in it that made for sales. Each piece of copy revolved around the personality of some

shoemaker who had become world famous. Hans Christian Andersen was one. General Grant was another. Neal Dow, a Quaker shoemaker who became colonel of a Civil War regiment, and Roger Sherman, a shoemaker who signed the Declaration of Independence, were others.

Complimentary to Angelo and Constantine though this was, it went over their heads. It simply did not register. "This advertising did not give the repairman any understandable reason for ordering our rubber heels from his jobber," said one of the company executives to PRINTERS' INK. "A Greek or Italian coming across one of these advertisements in his foreign language newspaper would glance at it. Finding a cut of Hans Andersen he would grunt, 'Whatta da hell I care about dat damn Swede' and toss the paper aside. He did not want historical atmosphere. Dollars and cents in the till were what he was interested in."

A NEW CAMPAIGN AIMED AT THE PUBLIC

Early in September this company is going back at the repairman, this time with color advertising which is aimed at him through the public. This campaign is for a composition sole which has been tested and advertised in a small way for several years. It will be pushed now on a big scale but exclusively as an economy product. Full pages are scheduled and this time the historical appeal is shelved for simple, out-and-out selling copy.

As this is being written the advertising of the National Leather and Shoe Finders Association for National Shoe Thrift Week is appearing in metropolitan cities just in time to link up with the opening of schools. It is in behalf of the repairman but it shoots straight over his head at the public. "You don't throw away your watch when the main-spring breaks," the copy says. "Why throw away your shoes because the soles wear through? Look in your closet today for your cast-offs. If the uppers are good your

The Acid Test

If your motion picture doesn't get circulation you don't pay the bill! That's fair enough, isn't it?

That is the acid test of a distribution contract.

The best advertising film ever produced isn't worth the stock it is printed on except while it is being shown before the right kind of audiences.

That is why The Screen Companion carries the total investment for you, production, prints—everything, and bills you a small amount each time your picture is shown.

THE SCREEN COMPANION

A MAGAZINE ON THE SCREEN

DISTRIBUTED NATIONALLY TO
NON-THEATRICAL AUDIENCES

TELEPHONE,
GRAMERCY 2661

71 WEST 23rd STREET
NEW YORK

repairman can make the shoes almost as good as new at a nominal cost." The American Oak Leather Company of Cincinnati, which has been in the tanning trade for almost half a century, is just beginning a national consumer campaign for its trade-marked soles and the J. W. & A. P. Howard Company of Corry, Pa., manufacturer of Korry-Krome sole leather, is soon to advertise its product nationally to the public again. Both of these campaigns are designed to capitalize the interest created by the institutional campaign of the American Sole & Belting Tanners, Inc., which has already been described in *PRINTERS' INK*. And of course the repairman who is on his toes cashes in.

Tomorrow's and next year's advertisers are the little fellows who are being passed up today. The repairman, as the manufacturer's and jobber's campaigns influence him and as he becomes more consciously a business man, logically becomes a prospect for advertising himself. In Topeka, Kans., a number of the shops got together a little while ago for a campaign which prevented a long threatening price-cutting war. The cost was about eleven dollars a month for each shop. In Council Bluffs and Omaha co-operative repairman's campaigns have made shoe thrift a watchword.

Los Angeles, San Francisco and Pueblo, Colo., have a chain of repair shops with a volume of business that runs over a half-million dollars a year. This is the J. D. Zinke chain. An ash tray between each pair of chairs and a push button on every chair with a metal sign which says "Push Button for Attendant" in the Zinke shops are little indications of the red corpuscles in shoe repairing these days. The attendant who waits on the customer is not a workman; he is a salesman. Zinke has found that there is usually about twenty-five per cent difference between what a customer asks to have done and what his shoes need. Real selling instead of passively filling orders has made the average job in the Zinke shops increase from

81 cents to \$1.25 a customer. The Klein Rapid Shoe Repair Company's well lighted shops in New York, Brooklyn, Springfield, Mass., and Chicago form another example of the higher standards that are dawning in this industry.

"Until the repairman gives signs of realizing the possibilities of his business," says one of the leading jobbers in the Middle West, "and until he is ready to cash in on them he is not ready for advertising or for any other business-building force. He is going to look at the manufacturer's advertising as something that will work for him without any effort on his part. If he is solicited as an advertiser himself he is too prone to regard advertising as merely an expense. As it dawns on him, and it is beginning to, that advertising means something more than that he is a live prospect. The manufacturer and the jobber are making the repair man clean up his shop by teaching the public what it has a right to expect from him. The rubber heel men long ago taught him what consumer acceptance meant. Now advertising is teaching him to know what consumer demand is."

The business of repairing shoes is coming out of the hinterland and advertising is one of the principal forces bringing it about. What advertisers are doing for the repairman and what the energetic repairman will do for himself will bear watching.

Ford Profits Estimated at Fifty-four Millions

The Ford Motor Company made net profits estimated at \$54,000,000 in the four months ended June 30, 1923, according to compilations made from the balance sheet as of that date.

The period's earnings were at the annual rate of more than \$162,000,000, compared with a net profit of \$119,000,000 earned in the year ended February 28, 1923. In the twelve months ended February 1, 1922, the company earned approximately \$69,000,000.

Herbert Wyle, Business Manager, Baltimore "Post"

Herbert Wyle has been appointed business manager of the *Baltimore Post*. For a number of years he was with the *Baltimore News* and *American* as business manager.

SCHEDULE - 1923 - 1924											
RET. ADV. FEB.	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.
LET DIGEST											
WEEKLY WORK											
GIANT ADS											
COUNTRY CMT.											

*Be sure the schedule
includes Giant Ads
from the start ~*

ALMOST every week we receive inquiries in regard to Giant Ads from advertisers who would like to add Giant Ads to their campaigns, but who must either rearrange their schedules or postpone the use of Giant Ads until new appropriations are made up for the next year. Delays occur which are aggravating and often costly.

From our background of experience, let us urge that you investigate Giant Ads **NOW**. If you are advertising a product sold through more than 25 retail stores, get the information before plans are made for the coming year.

An increasing number of advertisers are using Giant Ads on a series basis. Each magazine or newspaper advertisement is backed up by Giant Ads in the dealers' windows. They find that for approximately 2%* of the magazine appropriation they can increase the effectiveness of their complete campaign to a surprising degree.

*(An average figure)

How will Giant Ads work out on your campaign?

Write for booklet, rate card and samples.

NATIONAL PROCESS COMPANY, Inc.
117 East 24th Street, New York Mad. Sq. 3680

BOSTON
80 Boylston Street
Tel. Beach 8821

PHILADELPHIA
1420 Chestnut Street
Spruce 1178

PITTSBURGH
1576 Fifth Avenue
Southfield 1102

SAN FRANCISCO: Barker-Clute Co., Monadnock Bldg.

GIANT ADS

What is Circulation

WHAT IS CIRCULATION has been prepared by The Curtis Publishing Company in response to requests for a book that may assist advertisers to understand clearly various kinds of magazine circulation.

The book contains eighty pages of text including a number of illustrations and drawings.

Chapters on Price Concessions, Competitive Inducements, Magazines on Credit, Sales Distribution and other topics of interest to advertisers are presented.

The book will be mailed to any advertiser or to any advertising agent upon request.

The Saturday Evening Post
The Ladies' Home Journal
The Country Gentleman

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA, PENNSYLVANIA



ONE dollar isn't much nowadays. Folks spend a dollar bill without even thinking about it. Yet one dollar, even in these days is generally considered a lot of money for a magazine.

The 20th Annual Show and Reference Number of MoToR will sell for One Dollar. In previous years an edition of 75,000 copies at this price was insufficient to meet the demand. This year an edition of 100,000 copies will be printed, but we do not anticipate that even this increased supply will meet the demand.

It is extremely important that advertisers realize that the advertising pages in the Show Number constitute a fundamental part of the One Dollar value. The readers pay to see your announcement.

MOTOR

119 West 40th Street
NEW YORK, N. Y.

E. H. McHugh, Business Manager

CHICAGO
Hearst Bldg.

DETROIT
Kresge Bldg.

Do Advertising Men Go to Church as Advertising Men?

Evidence of Their Artisanship Is Lacking

By Roger Daniels

OUT in Niles, Michigan, the Reverend Harold Holt who is rector of Trinity Church has had an interesting series of church advertisements running in the local newspapers for more than three years. *PRINTERS' INK* has commented on this advertising. A close check on returns has shown a gain both in offerings and in church attendance. Without taking one jot of the credit that belongs to the Rev. Mr. Holt, it might be said that an advertising man goes to Mr. Holt's Church and that he is the pillar of strength back of the advertising.

So in asking the question, "Do advertising men go to church?" it is with that thought in mind. Is there anything about their particular church's program which shows that a real advertising man is a member of that church?

The church is not a corporation of pastor and two or three advisors. It is an entity made up of all who claim membership on its rolls. A great deal is said about the sluggard spirit in modern Christianity. We are accused of not practicing what we preach. Hardly a week passes that I do not come across a letter from some advertising man or agency seeking to do something in a big way in church advertising.

During the war the United War Work Campaign was born with the idea of everything in one hat. Following that precedent came the Interchurch World Movement which was to bind the churches in a common union for strength in carrying out a vast world program. The movement was a failure and there is no need of going into the why and wherefore of its downfall. From the weekly suggestion letters I see from advertising men in regard to church advertising very few of them learned

anything from the Interchurch World Movement. They are all trying to do a big thing starting from the top.

So I wonder if advertising men go to church as advertising men or if instead they become ordinary Sunday citizens with nothing to give mentally and go to church merely to hear what the man in the pulpit has to say? The strength of the churches does not lie with their various missionary boards of control in New York, Philadelphia, Boston and elsewhere. It lies in the individual Church on Main Street, the church the advertising man attends, the church that puts a one-inch notice in the paper on Saturday afternoon or Sunday morning under the name of advertising.

An advertising man goes to Trinity Church, Niles, and the advertising copy proves it. Doubtless there are thousands of good advertising men who go to church but there is nothing about the churches they go to that shows anyone connected with their membership has the slightest conception of advertising.

AN INDIVIDUAL PROBLEM FOR EACH CHURCH

The boards in New York and elsewhere are for the main part missionary boards. They have nothing to do with the management of the individual churches. Yet advertising men repeatedly try to sell to these boards campaigns for the building up of attendance and offerings in individual churches. Can they hope to get business from a large industrial concern on campaigns based on a like status of misinformation?

The Presbyterian Church has supplied from headquarters a copy service that has been used by a

large number of churches. But the Presbyterian Church is not in any sense a national advertiser and probably won't be for several years to come. The best its copy department can do is to hand out canned copy. If it were to receive requests for special copy from a large number of churches the department would be swamped.

I don't believe the individual churches are to blame. In a questionnaire answered by the rectors of 2,197 Episcopal Churches the figures show that 1,198 of them or more than fifty per cent use newspaper advertising. Of course the bulk of it is the one- or two-inch church notice. But undoubtedly these figures show a willingness, if not an eagerness, on the part of the rectors to avail themselves of the benefits of advertising. The seminaries do not include advertising courses in their curriculums. The average pastor has no advertising training and there is no reason to presume that he should know how to go about it.

Books have been written on the subject of church advertising. I have seen several of them and to my mind they are not treatises on church advertising at all. They show how one man made capital of his personality and by advertising filled his church with people who were eager to hear what he had to say. The method is identical with theatrical advertising and many of the advertisements shown as examples of church advertising could be used for any show in town merely by changing the headings.

In several cities the advertising departments of newspapers have tried to build up effective church advertising. They have turned the matter over to their copy departments and have supplied scores of advertisements for their salesmen to sell to churches. But here the advertising salesman is working from the outside. He is the agent of a newspaper and not the agent of the church in which he claims membership.

The large attendance at and interest in the meetings of the

the Church Advertising Department of the Associated Advertising Clubs of the World at Atlantic City showed that Church Advertising is a vital subject. Through the efforts of a small group of men it has been pushed into the limelight and kept there. But how many advertising men go to church? How many make any attempt to see that their own church advertises in such a way that it will secure maximum results? An advertising man in Niles, Mich., does it.

All this touches mighty close to what might be called applied Christianity. Advertising men as a class measure up with any other professional class. During the war they wrote the advertising for Liberty Loan and Red Cross Drives, they put over the biggest selling campaign in history. What does the average advertising man contribute as an artisan, if you will, to the church he attends on Sunday and to which he sends his children? Is not this the root of the difficulty in church advertising?

An Acoustic Slogan Wants a Hearing

THE H. N. WHITE COMPANY
CLEVELAND, O., Aug. 20, 1923.

Editor of PRINTERS' INK:

We have used the following slogan in our recent advertising, and contemplate adopting it permanently to tie up with our trade-mark. Will you kindly check it with the list you have on file and see if it is already in use. The slogan is: "Built Acoustically Correct."

THE H. N. WHITE COMPANY,
R. M. WHITE,
Sales Manager.

W. P. Hanson, Advertising Manager, Stutz Motors

Walter P. Hanson has been appointed advertising manager of the Stutz Motor Car Company of America, Inc., Indianapolis. Mr. Hanson was previously advertising manager of The Haynes Automobile Company, Kokomo, Ind.

"Everybody's" and "Adventure" Appoint R. O. Warner

R. O. Warner, Chicago publishers' representative, has been appointed Western representative of *Adventure* and *Everybody's Magazine*, both of New York.

Open Letters to Advertising Agents

The NATION'S BUSINESS



Published by
The CHAMBER OF COMMERCE of
the UNITED STATES OF AMERICA

Washington

September Eleventh
1923

Dear Mr. McJunkin:

Someone said recently, "Public Opinion is the pre-
vailing sentiment of the articulate portion
of a given community."

That is a NATION'S BUSINESS' argument.

One prime strength of this business executives'
magazine is the directness with which it
places your clients' advertising in the
hands of men in every community whose
word counts all along the line, not alone
in their own corporations, where they are
supreme, but in all community activity
where their advice is sought and their
influence dominates.

More than 115,000 men of this type in one audi-
ence is a force to be reckoned with when
hard-hitting campaigns are in the making.

That is perhaps one reason why our advertising
gains since the first of the year, accord-
ing to Printers' Ink figures have averaged
66%!

With heartiest good wishes.

Mr. Wm. D. McJunkin, President,
McJunkin Advertising Company,
Chicago, Illinois

Victor Whitlock
Victor Whitlock
Director of Advertising.

FROM THE NATION'S BUSINESS

Newspaper Advertising Executives Establish Advisory Council

A PLAN whereby members may present their problems to an advisory council for expert advice has been developed by the Association of Newspaper Advertising Executives, a department of the Associated Advertising Clubs of the World.

Fifteen newspaper men have been appointed to serve on the council by the president of the association, Frank T. Carroll, advertising manager, Indianapolis *News*, and all have agreed to endeavor to answer the questions put to them.

Summarized, the council is a means for swapping experiences. It has been made as representative as possible so that any member may receive constructive suggestions regardless of the size or publication hour of his newspaper. The plan provides that an outline of his problem submitted to the headquarters at Indianapolis be relayed to each member of the council who will return his answer to headquarters for forwarding to the inquiring member. When desired the problems will be presented to only those council members identified with newspapers of similar character.

Members of the Advisory Council, besides Mr. Carroll, include: A. G. Newmyer, general manager, New Orleans *Item*; E. J. Slemons, business manager, Grand Rapids, Mich., *Press*; A. J. McFaul, business and advertising manager, St. Paul *Pioneer Press & Dispatch*; Carl P. Slane, publisher, Peoria, Ill., *Journal-Transcript*; W. C. Johnson, general manager, Chattanooga *News*; R. A. Turnquist, advertising manager, Milwaukee *Journal*; O. L. Loomis, advertising manager, Spokane *Spokesman - Review*; W. J. Pattison, general manager, Scranton *Republican*; George M. Burbach, advertising manager, St. Louis *Post-Dispatch*; Frank I. Carruthers, advertising manager, Denver *Post*; A. L. Shuman, ad-

vertising manager, Fort Worth, Tex., *Star-Telegram*; James H. Shryock, advertising manager, Chicago *News*; A. Schaefer, advertising manager, Fort Wayne Ind., *Journal-Gazette*, and George W. Preston, advertising manager, Buffalo *Express*.

Squibb Prepares for an Advertising Week

E. R. SQUIBB & SONS, New York, are completing plans for the running of a special advertising campaign from November 3 to 10. These seven days will be designated Squibb Week. In advance of these dates, car cards throughout the country and magazine copy will be used to announce this special campaign to consumers. No effort will be spared this year, Dr. F. H. Peck, promotion manager, informs PRINTERS' INK to make Squibb Week the biggest campaign ever launched through the drug trade.

The trade will be authorized to make special concessions so that druggists will be in a position to offer a tube of Squibb's Dental Cream free with every dollar purchase of Squibb's medicine cabinet requisites. This, it is believed, will stimulate the interest of the drug trade in the sale of Squibb products.

The national advertising will be linked up with window and counter displays which will be furnished to dealers. According to Dr. Peck, the Squibb dealer display program is the most complete which the company has ever attempted.

Another addition to the Squibb group of trade-marks is planned by the company which has made application for registration of the name "Comfort." Discussing the use of this new mark, Dr. Peck writes: "It is our present intention to use it primarily in connection with a nursery cold cream, especially designed for tender skins. The name is sufficiently attractive to warrant a broader application and it seems more than probable that its use will be extended."

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When Grandmother bought her China

—she hesitated between Willow pattern and Lustre ware. Her only information came from the salesman, who said both were "nice."

The 600,000 readers of *Modern Priscilla* who read "Choosing Your China For the Home Table" by Isabel Craig Bacon in our September issue—eighth article in the series of the Better Buying Campaign—will learn more about the practical—artistic—value of China than Grandmother could have ascertained had she read everything then published.

That is just one of the many reasons why *Modern Priscilla* is taken at face value by the women who are home lovers and home makers. Its editorial policy is helpfully informative.

The dominant reason why *Modern Priscilla* is primarily the magazine best suited to advertising articles suitable for home or family use.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

CORN, COTTON

THE NEW YORK TIMES, TUESDAY, AUGUST 21, 1923

For Business Men and Bankers to Think About

How far
based on in-
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ridiculous.

Accord-
United States
the 1923 crop of wheat was worth \$61.

Yet against this decline, corn, on the same basis, will develop \$699,111,000 more than last year.

Force of habit seems to have kept wheat as a sentimental index, for today it represents only about half the value of corn; while hogs, cattle, dairy products, poultry products—each has risen to more than equal the value of the wheat crop; and the fruit crop is practically equal.

In addition to these things, there are two other tremendously important items having to do with the wealth and prosperity of the country—namely, hay and cotton.

Comparing prices of these two items with 1913 prices, hay is 97% and cotton 206%. Cotton alone should show in dollars an increase of more than five times the decline in wheat.

Fundamentally, the country, from every standpoint so far as we can see, is sound; particularly sound when judged by the natural creation of wealth as it comes from the soil

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman

(Extract from Full Page Advertisement for Curtis Publishing Co., appearing in Daily Papers August 21st.)

ON and COVERAGE

TO this sane statement of fact we only add that 25% of the corn crop and 98% of the cotton crop is grown and marketed in the southern states which are most effectively covered by The Progressive Farmer and Farm Woman.

Every agricultural campaign should provide effective coverage of the Cotton Belt. The Progressive Farmer and Farm Woman has more circulation in the leading cotton states than any other publication.

The "national" farm papers have little circulation and less influence in the South. The Progressive Farmer and Farm Woman is the *dominant* advertising medium and the acknowledged leader of the movements which have brought prosperity to the southern farmer.



Birmingham, Ala. Raleigh, N. C. Memphis, Tenn. Dallas, Texas

STANDARD FARM PAPERS, INC.
Western Representative
Transportation Bldg.
Chicago



Member A. B. C.

WALLACE C. RICHARDSON, INC.
Eastern Representative
95 Madison Ave.
New York

"The Land of Cotton Should Not Be Forgotten"

Ounces or Inches

*There are two methods
of saving postage*

WHEN a mailing-piece takes too much postage, how do you go about reducing its weight? There is the *inch* method. You take the same paper and either discard some important element, or so abbreviate the copy as to reduce the area of printing. You make the weight by lopping off some inches, but you use Delilah's scissors.

The *ounce* method is better. You keep all the elements and all the copy, but you use Warren's Thintext paper. You reduce the weight, and use the scissors not at all.

Warren's Thintext helps save postage. It is so light that a sheet 25 x 38 tips the scales at less than one ounce. It is a strong and compact paper.

Type prints well on Warren's Thintext. So do half-tones. Warren's Thintext is practically opaque.

The next time you are anxious to save postage, ask your printer to make up a dummy for you on Warren's Thintext. Then notice the difference in bulk and weight.



When light weight is a factor in catalogs, sales manuals, data books, and price-lists, they can be printed to advantage on Warren's Thintext.

S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

STANDARD PRINTING PAPERS

Assuring Profits with Department of Commerce Reports

What This Department of the Government Is Endeavoring to Give American Business in Its Reports on Trade Opportunities and Conditions

Special Washington Correspondence

FROM the corner grocery store, throughout all retail and wholesale lines, to the largest of manufacturers, there is not a business in the country the prosperity of which is not affected to some degree by the condition of our export trade. All domestic markets are enriched by the many millions of dollars invested in labor and material turnover necessary in the manufacture of goods for export.

Adverse conditions at home may be overcome and business depressions avoided by the development of foreign trade. Well-cultivated markets abroad stabilize our entire industry, increase the productivity of our national and local advertising and facilitate the selling of all lines throughout the country. And when these facts are contemplated, it is astonishing that only 16,000 concerns, mainly exporters and manufacturers directly interested in export, are availing themselves, at trifling cost, of the most accurate and helpful information on world trade conditions ever compiled.

Manufacturers who never have sold their goods abroad, and who have no intention of developing foreign trade, are not, as a rule, interested in any phase of export business. But if our existing foreign trade were suddenly wiped out, manufacturers of the kind would find their profits suddenly reduced, and some of them would find it impossible to continue under resulting conditions. And, undoubtedly, they would inform themselves as to the salient features of the subject, at least, if they understood how closely related is our foreign trade to the stability and profits of their own businesses.

The few, comparatively, who are directly interested have writ-

ten thousands of letters attesting the value of the information contained in the weekly survey of foreign trade published by the Bureau of Foreign and Domestic Commerce in "Commerce Reports." Accumulated only since Herbert Hoover accepted the appointment as Secretary of the Department of Commerce, a large file of these letters constitutes a remarkable record of results. A glance through a portion of them is arrested by innumerable paragraphs similar to the following:

SOME ANOTATIONS FROM LETTERS OF APPRECIATION

"The reports are becoming more valuable," wrote one of the largest plow manufacturers in the world, "and are being followed by this department somewhat in the nature of a religion." Another in the same line states, "All of the direct foreign advertising that we have been doing recently has been based on the information secured from your Department."

One of the best-known motor car manufacturers wrote that a sample car was sold in Palestine as a result of a Foreign Trade Opportunity noted in Commerce Reports and adds, "Immediately upon receiving this sample, five additional automobiles were ordered." A motor truck maker expressed his appreciation of the service and concluded, "The Reports supply information that is immensely valuable in planning our future sales campaigns in foreign markets." A letter from a tire manufacturer mentioned that their agent was able to place "an initial order with this concern to the extent of \$100,000," because of information furnished. Another rubber manufacturer acknowledged the acceptance of an order for \$10,000 worth of tires from a customer secured through

the service. And a report from a Trade Commissioner at Warsaw, Poland, mentioned an order for trucks bought by the Polish Government amounting to \$4,000,000, and placed with an American manufacturer through the influence of the Bureau.

A food manufacturer wrote, "The total amount of business we have transacted this year through the aid of 'Commerce Reports' is \$26,000." Others of the letters mention an order for \$120,000 worth of porcelain insulators and other material, orders aggregating \$35,000 for leaf tobacco, 700 tons of grooved rails and other equipment amounting to \$72,899, 60,000 tons of pipe costing about \$3,500,000, and the board of trade of a city in the Southwest wrote to state that the service had assisted in increasing the city's export trade \$14,000,000 in two years.

The letters comment on orders for almost every conceivable kind of manufactured goods, from a few dollars' worth of safety pins to equipment for railroads and complete wireless stations amounting to millions of dollars.

Of course, all of the letters do not mention the "Commerce Reports" specifically; but all of the important general activities of the Bureau of Foreign and Domestic Commerce are recorded at some time in the Reports, hence they may be accepted as representative of the Bureau's service. The letters, as a whole, are not merely evidence of the worth of the service in assisting the sale of goods, but they furnish proof that "Commerce Reports" is invaluable in perpetuating the foreign trade of individual manufacturers and exporters, and is one of the most important factors in developing our national export business.

Recently, in commenting on this point, Dr. Julius Klein, director of the Bureau, said that too many manufacturers attempted to use the Reports in finding temporary markets for their surplus goods or discontinued numbers. "This short-sighted policy," he declared, "not only demoralizes foreign markets for the manufacturers

who practice it, but it adds to the difficulties of all our foreign selling.

"When an American manufacturer goes into any foreign market, he should go to stay, and he should develop his export business just as carefully and considerately as he does his home trade. When he uses a foreign territory as a dumping ground, or merely as a temporary outlet until he can extend his home market, and then ignores or refuses to fill foreign orders as soon as his domestic demand absorbs his output, he creates suspicion, distrust and resentment which form a demoralizing prejudice against all American goods.

"Every manufacturer who engages in exporting, and every one who contemplates the cultivation of foreign territory, should realize that his export business is even more important than his domestic trade in assuring the future prosperity of his business.

SOME STATISTICS WORTHY OF CONSIDERATION

"Manufacturers who do no exporting seldom think of this, apparently; but when you consider that 55 per cent of the motorcycles, one-fourth of all bicycles and 40 per cent of the typewriters made in this country are sold abroad, that 20 per cent of our sewing machines are exported, and that many other manufactured lines are sold extensively in foreign countries, the effect of the business on domestic trade becomes apparent. In terms of employment, two out of every five workers in typewriter manufacture, and one of every five in the sewing machine field are employed because of the export business. In all of our export industries the average ratio of employment is less than the last mentioned, but it is still great enough to furnish an appreciable influence on the purchasing power of our population.

"The manufacturer who has properly cultivated foreign markets enjoys a distinct advantage over his competitors who do no exporting. During periods of de-

Why the present situation in the Oil Industry compels active buying

NO—the oil industry is not broke because of the recent cut in gasoline prices.

1923 may not be a record year in the Industry for profit but it must be in the purchase of equipment.

The industry is continually seeking oil, spending good money in expensive drilling. This year—as happens every so often—more successful holes went down than were expected. In spite of the year's great increase in oil and gasoline consumption, production suddenly exceeded demand.

A surplus of crude oil—and of refinery products—regardless of their price, invariably means a rich harvest for the equipment and supply man, no matter whether he sells to producer, refiner or marketer. The great flood of oil produced must be gathered, refined and then either sold or stored.

Compared with a year ago there are 600,000 more barrels PER DAY of crude oil to handle—a 40% increase which demands millions of dollars a week additional in investment and expense. And that means an active market for equipment and supplies.

This is not a novel situation—every real oil man has seen it happen time and again. It has occurred every 3 to 5 years for 60 years and prices this time haven't slipped as low as in many previous periods of surplus production. To Wall Street—a newcomer in oil—and to the general public it is apparently a new phenomenon. They are indulging in considerable excited discussion and dropping some stocks overboard while real oil men, out in the field, the refinery and the bulk station, are working harder than ever and saying nothing. Don't let sidewalk gossip mislead you.

Ask us for the facts. We know a bit about this decidedly different industry because we cover ALL of it. Our editorial men are on the road to everywhere in the oil industry all the time, continuously in touch with producers, refiners, marketers.

So ask us. We want you to get the facts about the industry straight, just as we want you to get NATIONAL PETROLEUM NEWS straight. Both are mighty good propositions for you to investigate right now.

NATIONAL PETROLEUM NEWS

Home Office:

812 Huron Road CLEVELAND

Members A. B. C. and A. B. P.

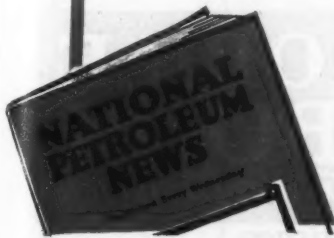
District Offices:

Tulsa, Okla.

Chicago

New York

Houston, Tex.





Reach Tourists *when they are in a* Buying Mood

When the public's mind is on politics or the children's measles, it turns a deaf ear to your advertisement about cars, accessories, or lubricants.

To make your advertising most effective, put it before this large group at the time they are thinking of buying what you sell.

250,000 motorists *study* the Automobile Blue Book *when their minds are on their cars, when they are planning a tour, and making a list of the things they will need.*

While touring, afterwards while reminiscing, and throughout the year, the tourist turns the pages of his Blue Book back and forth.

Ask us to tell you more about this "nothin' else but" medium.

Blue Book facts

Saturday Evening Post advertising is constantly bringing new tourists into the Blue Book fold and adding to Blue Book prestige.

The tourist places implicit faith in everything Blue Book recommends—for 22 years it has been the standard touring guide of America.

Ask any experienced tourist what he thinks of the Automobile Blue Book.

Published in four vols., one for each section of the country, your advertising can follow your distribution.

The Blue Book owner receives FREE a special last-minute question-and-answer route and road service from the Blue Book Touring Club.

The "Getting Ready for Your Tour" Section advises what accessories are required for a tour. Advertising space next to reading in this section is available.

AUTOMOBILE BLUE BOOK

Standard Touring Guide of America

1036 W. Van Buren St., Chicago.

pression at home he has an outlet for his goods, and he can keep his organization together and his wheels turning, while his competitors must curtail to a greater extent or shut down until conditions change for the better.

"When deflation is indicated by weakening markets in this country, invariably many manufacturers turn to export markets to unload their surplus. But a satisfactory foreign business cannot be built up quickly; it is a subject for careful study, planning and painstaking selling effort. During healthy prosperity at home is the right time to develop business abroad, in order to enjoy the stability exporting gives during periods of deflation. When you're flat on your back with illness is no time to try to take out life insurance.

"However, both periods of inflation and deflation are destructive, for speculative prosperity is invariably followed by depression. The greatest need of all our industry is stability similar to that of banking, and the general development of our manufactured exports would materially strengthen our industrial stability and tend to level the peaks and valleys of business.

"Commerce Reports' is published weekly by the Bureau of Foreign and Domestic Commerce to assist American manufacturers in every detail of their export trade. These reports not only present a wealth of timely information that is a survey of foreign trade, with a department of specific Foreign Trade Opportunities, but they serve as an index of all of the activities of the Bureau. All of the information published in the Reports is authentic and presented as briefly as possible, with the intention of assisting innumerable manufacturing concerns to assure their profits by developing their foreign trade, and in this way, as an increasing number of manufacturers co-operate, the Bureau assists in stabilizing the industry of the entire country."

It is astonishing how quickly

and completely the trade news of the world finds mention and explanation in the columns of the Reports. An important incident in China or India, or in some European country, is cabled to the Bureau and may be published and circulated within less than a week's time of its happening. United States commercial attachés and resident trade commissioners stationed in the principal capitals and commercial centres of the world furnish the Bureau with frequent cabled and mailed reports. Another source of information on economic, financial and commercial development, are American consular officers in foreign countries and traveling trade commissioners who are specialists in important lines.

"Commerce Reports" averages about seventy-two large pages and each number is accurately indexed. Besides brief editorial and special articles the publication carries departments for the leading industries, and under each heading, such as "Agricultural Implements," "Automotive Products" and "Chemicals," all of the information received is published under specific titles. And in a department of Foreign Trade Opportunities, specific wants of foreign concerns and agents are blindly listed with the kind of goods in demand and the location of the prospect.

HOW PRIVILEGE FOR SERVICE IS OBTAINED

Every American concern that has taken the trouble to have its name placed on the Bureau's Exporters' Index is entitled to all of the information on file regarding these Trade Opportunities. To secure this privilege, 51 per cent or more of the stock of a concern must be owned by citizens of the United States, and a form, which is furnished by the Bureau on request, must be filled out.

The information regarding prospects is general, and the Bureau cannot give specific credit reports. However, a great deal of the information accessible to those on the Exporters' Index is of a

confidential nature, and the Bureau is usually able to state how long a prospect has been in business, the amount of his turnover, and give other data which aid concerns in making prompt credit and other investigations.

In addition to "Commerce Reports" the Bureau publishes a series of supplements which are sent to subscribers and those on the Exporters' Index who are likely to be interested in the subjects; they are also announced in "Commerce Reports" and sent to others on request. Every year these supplements review the general business conditions of various countries, and all cover subjects which are too long or too specialized to include in the Reports. They are published irregularly, as the information they contain becomes available, and during the last sixteen months about a hundred containing special trade information, and approximately sixty which are trade reviews, have been published.

Since the reorganization of the Bureau of Foreign and Domestic Commerce, in June, 1921, the circulation of "Commerce Reports" and supplements has more than doubled, and inquiries, together with problems submitted by exporters and manufacturers, have increased from about 600 a week to more than 3,600 a day. In commenting on this remarkable growth, Dr. Klein said that it was gratifying to the members of the Bureau because of its indication that their work was assisting individual concerns to increase and stabilize their profits, and that it proved the increasing realization of the importance of our export trade.

"Because the Commerce Reports deal with facts and principles," he continued, "they are just as helpful to organizations which are planning their first foreign sales campaign as they are to concerns which are doing an extensive export business. There is a tendency on the part of some manufacturers and exporters to read only such articles and departments which deal with their lines di-

rectly. This is a mistake, for the rapidly increasing demand for one line may mean a future demand for many unrelated lines.

"For instance, the placing of a large order for rails and railroad equipment means that new territories are soon to be opened up and that the trade of towns and cities is to be stimulated by improved transportation. Besides, the building of a railroad in some foreign country means an immediate increase in demand for work shoes and clothing and for many other supplies, and it frequently indicates that the country's imports of building materials and farming implements will soon increase.

"When the demand for automobiles increases rapidly we know that markets for many articles are being created. A heavy demand for textiles means that more sewing machines and other manufacturing equipment may be sold. It is similar with innumerable lines, and so I think that those who are benefiting most through the reading of 'Commerce Reports' are those who read them through, or at least the greater part of them, each week.

HELP IN PREPARING ADVERTISING PLANS

"By carefully reading the Reports, manufacturers are enabled to forecast conditions and start their advertising in a favorable market several months or a year before it is generally known that a demand for the line has been established. In this way, our manufacturers get ahead of foreign competition in many instances. In this work, the Bureau assists by furnishing information regarding mailing lists and publications and the buying habits and customs of the populations.

"Within a few years many of our manufacturers who do not now contemplate such a thing will be forced into developing foreign trade for their own protection. It is to help them eliminate costly mistakes and to simplify their selling and advertising problems

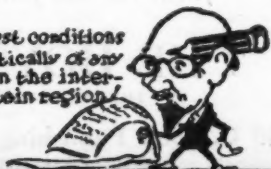
THE increasing importance of Arizona as a market for the manufacturer's commodity is best indicated by its tremendous physical development and its remarkable growth in wealth and population.

Where a field is found, in which the population increases at the rate of 161% in 10 years (and that was the growth of Phoenix between 1910 and 1920), there certainly is sales increasing opportunity for the manufacturer with a good product.

Roger Babson and other statisticians and students of business affairs have recognized the excellent position and standing of Phoenix and Arizona as an increasingly satisfactory outlet for the manufacturer's goods.

In a recent study of communities in the intermountain section of the United States Babson referred to Phoenix as showing "the best conditions statistically of any city in this region. It profits not only from the mining industry but also from cotton. This district has enjoyed not only a good cotton crop but favorable prices. Building is active—local purchasing power increasing and the outlook is very good. Phoenix is a very good illustration why every city should seek to diversify its sources of income."

— the best conditions
statistically of any
city in the inter-
mountain region



The Arizona Republican—Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

NEW YORK—Williams, Lawrence & Cresmer, Brunswick Building
CHICAGO—Williams, Lawrence & Cresmer, Harris Trust Building
SAN FRANCISCO—M. C. Mogensen & Co., Examiner Building
LOS ANGELES—M. C. Mogensen & Co., Title-Insurance Building
SEATTLE, WASH.—M. C. Mogensen & Co., Securities Building



Do Boys Brush Their Teeth?

THEY SURE DO! and tell us the very tooth paste they use, in the hundreds of personal letters our BOYS' WORLD readers are sending us. They tell us their age, school grade, their father's occupation, the name of the automobile and whether or not they can drive it; their favorite breakfast food, and a wealth of practical information that every advertiser in the boy-field will be glad to have.

It takes the boys themselves to convince you of how advertisingly worth while the boy-field is!

*Four hundred thousand boys
from twelve to sixteen years old
form the net paid circulation of*

THE BOYS' WORLD

THE BOYS' NATIONAL WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York

Ronald C. Campbell, 326 W. Madison St., Chicago

Sam Dennis, Globe-Democrat Building, St. Louis

'COOK'S WEEKLY TRIO': A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

that these reports are published.

"It is a significant fact that the number of workers engaged in manufacturing goods for export is increasing, and as the number increases the demoralizing effects of business cycles of unemployment diminish. For this reason, more than a thousand representatives of the Bureau and the Department of Commerce are studying and reporting on every phase of business in every country of the world.

"As large and effective as it is, our organization is being strengthened. We are sending specialists into new territories and improving our service wherever it is possible. There is no floundering. It is the business of the Bureau to secure detailed, accurate information regarding the world's demands, and to transmit it in intelligent form to those who will benefit by the service.

"As these facts become known, and as our manufacturers realize that a growing export trade is the greatest stabilizing influence that American business can secure, the demands on the Bureau increase. As individual manufacturers learn that the only possible way to avoid the effects of business depression and to assure increasing profits is to cultivate foreign markets, the circulation of 'Commerce Reports' grows."

F. M. Cockrell with Campbell-Ewald Agency

F. M. Cockrell has been appointed manager of industrial advertising by The Campbell-Ewald Company, advertising agency, Detroit. His headquarters will be at the New York office of this agency. Mr. Cockrell was formerly promotion manager of the McGraw-Hill Company, New York. He has been manager of the McGraw-Hill service department in Chicago, Cleveland manager of the McGraw-Hill electrical publications, a member of the advertising counselors staff and the advertising board of the company. Previously, Mr. Cockrell was with the Westinghouse Electric & Manufacturing Co.

St. Louis "Globe-Democrat" Augments Staff

R. E. Neusitz has joined the research department of the St. Louis *Globe-Democrat*. He recently was with the D'Arcy Advertising Company, Inc., St. Louis.

United Drug Reports Increase in Net Profits

The United Drug Company, Boston, for the first six months of 1923 reports gross sales of \$32,132,804, as compared with \$28,472,766 and \$28,409,126 for the corresponding periods of 1922 and 1921, respectively. The net profits for the first half of the current year are shown as \$2,512,780, after depreciation, taxes, etc., in contrast with \$1,678,868, and \$1,191,503 in the respective six-month periods of 1922 and 1921.

The semi-annual report indicates a saving of 7.8 per cent out of every dollar of gross sales before interest charges and depreciation. This compares with a saving of 5.8 cents out of every gross dollar in 1922 and 4 cents in 1921.

Among the advertised products of this company are Jontel toilet preparations, Klenzo Dental Creme, Liggett's chocolates, Kandlee rubber goods, and Rexall specialties.

De Puy Publications Appoint Chicago Representative

The De Puy Publications which include the *Mid-Continent Banker*, St. Louis; *Northwestern Banker* and the *Underwriters' Review*, Des Moines, Ia., and the *Trans-Mississippi Banker* and the *Insurance Magazine*, Kansas City, have opened an office at Chicago. This office will be managed by William H. Maas.

Jack Shaw Returns to Erickson Company

Jack Shaw, who was formerly with the Erickson Company, New York, as art director, is again with that agency in a similar capacity. He recently had been art director of Hulscher-Rothenburg, Inc., advertising agency, New York.

Death of George H. Buchanan

George H. Buchanan, president of the George H. Buchanan Printing Company, Philadelphia, died in that city on September 4. He was sixty-nine years of age. Mr. Buchanan also was treasurer of the Warrior Copper Company, of Philadelphia.

Specialty Manufacturers to Meet at Minneapolis

The fifteenth annual convention of the American Specialty Manufacturers' Association will be held at the Hotel Radisson, Minneapolis, Minn., on September 26, 27 and 28.

Form New Advertising Business at McKeesport, Pa.

Gephart and Price is the name of a new advertising business which has been formed at McKeesport, Pa. The organizers are Joe C. Gephart and Geoffrey H. Price.

The Place of Advertising in the Heating Revolution

The Trend toward Coal Substitutes Is Producing a Large Number of New Advertisers

By Roy Dickinson

AT present it looks as if this year's coal strike is settled. The public has received word from Harrisburg that it will not have to burn soft coal. But the public is upset and in an ill humor toward anthracite. It will probably have to pay for the compromise settlement in its anthracite bills.

This has given coal substitutes a big opportunity to produce a revolution in the method of heating houses and for use in the power plants of big industries.

The interest of both the public and industrial users of coal in the general subject was indicated by the response to Amos Bradbury's article in *PRINTERS' INK* of August 29.

Many heads of industries and householders asked where they could purchase oil-burners. Numerous manufacturers of heating appliances gave their views on the subject. In his article Mr. Bradbury said, among other things, that there were "thousands of agate lines for accusations but not one line for heat."

In a hasty survey of the field during the last week I discovered quite a number of agate lines for heat. The industry seems to be well on its way to develop several big and nationally known advertisers. It does not look as if the manufacturers of furnaces and boilers would enter the field at the present time. The attitude of many boiler manufacturers is well stated in a letter from C. E. Hodges, vice-president of the Utica Heater Company, who says:

I have read very carefully the article "Oil as a Household Fuel."

Naturally in view of the fuel situation, we have received a great many letters during the past few months from the trade, owners and others, requesting our opinion and advice on oil as a fuel. The use of oil for fuel

naturally divides itself into two classes: First, for large buildings, churches, theatres, apartments, schools, etc.—and second, for the ordinary residence.

There is no question as to the satisfactory application of oil for the first division. The use of oil as a fuel for the second class is rather a large problem, and the reason that aggressive concerns as mentioned in the last paragraph of Mr. Bradbury's article have not gotten behind oil as a house-heating fuel is on account of their hesitating to back their reputation and financial standing with any of the smaller oil-burners now on the market.

Oil has been used for the heating of large buildings for years, in connection with forced feed, and has proved economical and efficient.

The house heating proposition with oil is an entirely different one. There are some house heating oil-burners which have given satisfactory results in many cases. The cheaper oil-burners which are frequently seen for sale in unoccupied stores, are probably without exception unworthy of consideration. Some of them will work all right for a while, but soon carbonize and become practically useless.

There is a wonderful opportunity for a residence size oil-burner which can be sold at a reasonable price, and which is simple in construction and easy of operation.

We are just as willing to sell our boilers for oil burning as for any other fuel.

The "wonderful opportunity for residence size burners," indicated in this manufacturer's letter, is being seized by concerns that started as makers of oil-burning appliances and are going out aggressively to get the business formerly owned exclusively by the anthracite operators. They are being aided in this laudable desire by the natural inclination on the part of consumers to free themselves from anthracite slavery.

When the various revolutions are recalled which advertising has helped to bring about, such as the use of the all-white bathroom, the almost universal use of the automobile, the labor-saving devices for the home, and scores of others, it is easy to prophesy that



Start *the next job* Here

NEXT time you start a piece of direct-mail, start it by phoning a Strathmore Town kind of printer.

He has a collection of direct-mail suggestions to show you,—the Strathmore Town series. He has a reference-book of printing papers to go over with you,—the Strathmore Handbook.

Thus, he arrives at the right paper for part of your picture. Then, through his Strathmore agent, he obtains dummies that meet both your mailing and your advertising requirements.

This will give you an intelligent start on the printing, and the right start on the advertising. Your paper will sell the idea of "quality." The copy, you can concentrate on specific selling. Which simplifies the job and increases the return.

STRATHMORE PAPER CO.

MITTINEAGUE, MASS., U. S. A.

Strathmore
Expressive Papers
are part of the picture



As An ADDITIONAL COOPERATION

offered food advertisers of the

SYRACUSE HERALD

there is being operated at the present time in conjunction with the New York State Fair, a model Grocery store.

This feature instituted last year was so successful that its repetition this year required twice the floor space.

Food products are being displayed, demonstrated, samples given out, and under the personal direction of Mrs. Geo. B. Woods, with a large staff, everything that can be done is being done to further popularize these national advertised grocery products.

There is no charge for the service, it being a definite part of the merchandising assistance given advertisers by the Syracuse Herald.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue
New York

Globe Building
Boston

Steger Building
Chicago

Sharon Building
San Francisco, California

San Fernando Building
Los Angeles, California

an ever increasing group of new advertisers will enter this field and that some of the present ones will grow much larger.

At the present time one of the large advertisers is the American Nokol Company, with home offices at Chicago. For several years it has been a consistent user of newspaper, business-paper and magazine space and has recently greatly increased its appropriation for national mediums. It has during the past five years installed more than 12,000 automatic oil heaters in American homes. Its copy states, "Nokol was conceived to meet a given problem, that of automatically heating the home with oil." As an old-timer in this new field, the company is able to call attention to its organized service in nearly 200 communities. Says the copy: "Nokol dealers install Nokol in your present heating plant and maintain an adequate service. It is never sold except where such service has been established." Advertising has helped this company in its sales efforts.

Powerlight, Inc., New York, is using newspaper space to tell that it was established in 1901, and that standard installations can be made in homes at from \$225 to \$295.

The Aeroil Burner Company, Inc., of Union Hill, N. J., for many years manufacturer of thawing outfits, torches and concrete heaters, is using business-paper and direct-by-mail advertising to call attention to its oil-burning heating system and appliances. The Aeroil Emergency & Auxiliary Kerosene Heating System for steam, hot-air, and hot-water furnaces, is being advertised for

use in one, two, three or four family houses and buildings having from 300 to 2,000 feet of radiation. The elimination of handling coal and ashes is used as a selling point by this company.

The Kleen-Heat Automatic Oil Burning System, manufactured by the Winslow Boiler & Engineering

What five years have proved

Five years ago the first Nokol was installed. It marked the culmination of years of engineering research to provide the average home with an entirely new type of heating service—to heat the home automatically with oil.

Since that time over twelve thousand Nokol automatic oil heaters have been installed in homes throughout the United States, representing an investment of millions of dollars. Over twelve thousand families have enjoyed a heating comfort hitherto unknown. They have been freed forever from the unpleasant dirt and messiness of coal burning. Nokol has relieved them for all time from the worry of proper and adequate fuel supply.

Nokol in these five years has established a safe industry and has grown from a small beginning to a national institution. The proof of this service is that nine-tenths per cent of all Nokol sales are made on the recommendation of satisfied owners.

Nokol represents a marvelous combination of original inventive genius coupled with years of engineering development. It was conceived to meet a given problem, that of automatically heating the home with oil, and refined by a corps of engineers. To this is due the fact that Nokol has never had to undergo the usual trials and tribulations of a new device. It gave satisfaction from the start.

Now through the combined experience of twelve thousand home-owners and the research and experience of our own laboratories, Nokol has been developed and refined until today it stands a champion practically perfect in its operation. Yet these who installed Nokol, five, three, and even five years ago are to most enthusiastic supporters because they have enjoyed its comfort and convenience, and the beautiful benefits of its even temperature and cleanliness for the longer period.

Such a reputation as has been accorded Nokol is due not by any device of whatever character. The reason is simple—Nokol service is revolutionary. It adds understanding of comfort and convenience to the home. Therefore those who have enjoyed its comforts are not slow in telling their friends.

Today in nearly every household communication a well organized Nokol service has been established under the direction of competent business men. Nokol is not sold as a machine but as an automatic heating service. Nokol dealers install Nokol in your present heating plant and maintain an adequate service. Nokol is never sold except where such a service has been established. New service is being added only as the proper type of substantial business men or established dealers, capable of living up to the existing standards at and of taking full advantage of the value of the Nokol franchise, qualify for the agency.

WHAT NOKOL IS

Nokol is an automatically operated device that burns oil instead of coal in your present home heating equipment. It is a simple, compact, and efficient device that will heat your home with oil, and it is the only device of its kind that will do so. It is a device that will heat your home with oil, and it is the only device of its kind that will do so. It is a device that will heat your home with oil, and it is the only device of its kind that will do so.

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AMERICAN NOKOL COMPANY, 311 North Michigan Avenue, CHICAGO

NOKOL

Automatic Oil Heating for Homes

Listed as Standard by Underwriters' Laboratories. The Nokol Question is Answered by the Publicity and Country Companies of the World.

THE NOKOL COMPANY HAS BEEN AN EARLY ADVERTISING FACTOR IN THE FUEL BURNING REVOLUTION

Company of Chicago, is being advertised in publications read by home builders. "Banish the burden of coal. There is a better, a more modern way of heating," says this company's copy. A slogan adopted by it is "Heat at the flick of a finger." "Coal is no longer necessary for heating homes. Thousands have found a new and better way. A home lighted with gas is not modern. Neither is a home heated with coal. Coal has been dethroned. The march of progress has banished the ash pile. The modern basement has no coal shovel. Oil has taken the place of coal. Clean-

liness and comfort have taken the place of dirt and annoyance. Modern ocean liners no longer use coal. Your furnace is a small steel boiler room."

These are some of the talking points set forth by this company. Its copy also emphasizes the fact that the exact temperature needed is possible since Kleen Heet responds to the automatic control of the thermostat and that no new heating plant is needed since it can be installed in the consumer's present furnace or boiler.

The American Oil Burner Corporation with offices at 11 Broadway, New York, immediately below the room in which the Governors of Eastern States met to discuss soft coal as a substitute, is advertising for representatives and is using direct-by-mail advertising.

The Oliver Oil Gas Burner, made by the Oliver Oil Gas Burner Company of St. Louis, Mo., has been using big space in publications to reach both salesmen and consumers. This burner also fits into any furnace without change. The company advertises that it is building up a national distributing organization of fifty-eight regional managers. It promises these regional managers a national advertising campaign designed to reach every home in America, and this campaign is now getting under way.

The Caloroil Burner Corporation of New York, which has installed many oil burners for big apartment houses and industrial plants, is also installing burners for residences. This company has been conducting some direct-by-mail advertising. Testimonials from users are featured. A large heating installation in a greenhouse indicates 27,210 gallons of oil consumed at a cost of \$1,768. This same size heating plant consumes during an ordinary heating season 240 tons of egg coal which proves that the oil cost equals coal at \$8 per ton, labor included.

The Petroleum Heat & Power Company, of New York, has installed many successful oil-burners for large buildings and apartment houses. This company has a residence burner division, but

answers inquiries by saying that the burner is suitable only for places where 200 tons or more of coal will be burned during the year. It is understood that this company is developing a burner suitable for small installations, but is not as yet attempting to market it.

There are many other burners which have been developed in the Far West and Middle West, such as the Johnson Burner, well known in California. It is understood that several of these are contemplating advertising campaigns in the near future.

GAS BURNERS ALSO ADVERTISED

There is also a number of concerns advertising gas burners which use gas made in the consumer's own home. The Gloria Light Company of Chicago is using space in magazines to advertise Oxo-Gas for cooking and heating, for all sorts of purposes from cook stoves and furnaces to yachts and bake-ovens.

The Wade-Hill Manufacturing Company, of St. Louis, is advertising "Nu-Gas" in magazines. This appliance makes gas of one part of coal oil to twenty parts of free air.

The Owego Bridge Corporation of Newark, N. J., is using metropolitan newspaper space to advertise its Champion Gas Producer. In this appliance a cast-iron block is placed on the asphalt floor, which takes any grade of oil, mixes it with water and converts it into gas and then burns it. This company makes a size for small homes and power plants. Up to this time it has been installed only on a lease, but now, as the advertising says, "Production facilities warrant and the coal situation demands that we have a wide distribution."

As Mr. Bradbury pointed out in his article, a great many of the big metropolitan hotels have for several years used oil instead of coal as a heating fuel. Some of the largest buildings, hotels, department stores and hospitals in New York and Chicago, are now using oil-burners. According to the *Oil & Gas Journal* the

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To Help Care for our Growing Eastern Business

We have added

James B. Boynton

*to the staff of our
Eastern office*

Clifford Pangburn
*Eastern Manager
299 Madison Ave.
New York*

Graham Stewart
*Advertising Director
Des Moines*

People's Popular Monthly

Des Moines, Iowa

*The Small Town Magazine of Home and
Community Service*

Carl Proper
Editor and Publisher

The Des Moines Capital delivers the Des Moines Market to the National Advertisers

The following advertisers use The Capital exclusively to reach the buying public of Des Moines:

Shredded Wheat
Simmons Beds
Old Dutch Cleanser
Nairn Linoleum
Mapl-Flake
Lloyd Baby Carriage
Edison Electric Appliances
MacLaren's Mayonnaise
Blue Whirl Egg Beater
Franklin Baker Coconut
Hickory Garters
Jelke Margarine
Liberty Hot Plate

None-Such Mince Meat
S. D. Warren Printing
Papers
Brookfield Butter
Salt Lake City Chamber of
Commerce
Stanley Vacuum Bottles
Hazel-Atlas Glass Co.
Dutch Masters Cigars
Blue Border Ginger Ale
United Shoe Repairing
Machine Company
Universal Iron
Facialax

In the past seven months The Capital has published 216,282 lines more department store advertising than any other Des Moines newspaper. If The Des Moines Capital can deliver the goods for the department stores in Des Moines, and do it exclusively for the advertisers shown above, it can do it for you.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

FIRST ANNUAL FOOD AND HOUSEHOLD SHOW, COLISEUM—
October 22-27, 1923

saving to one hotel in New York City, the Ritz-Carlton, during six months after conversion from coal to oil, amounted to \$25,490. Many of these large oil-burning installations have been installed by the Petroleum Heat & Power Company referred to previously.

In addition to the large amount of new consumer advertising which has come from this rapidly growing industry, business-paper advertising has also developed to induce the use of oil in place of coal in the steam plants of various industries. *Iron Age* estimates that the yearly consumption of oil for such purposes is now over 300,000 barrels.

The Boston Woven Hose & Rubber Company, maker of Good-Luck Rings, for example, has three boilers of 600 horsepower each. The previous consumption was 120 tons. The company now uses about 20,000 gallons of oil daily for its requirements.

The American Sugar Refining Company is another large national advertiser which has been using fuel oil at its plant in Boston for more than two years.

ADVANTAGES OF OIL OVER COAL IN INDUSTRY

In the industrial field there are now on the market hundreds of styles of oil-burners, all of which may be divided into two classes: The mechanical atomizing type and the steam or air atomizing type. *Iron Age* sums up the advantages of oil over coal for industrial plants as being: first, a saving in money; second, superior steam making properties of oil through more complete combustion; third, the storage does not require nearly so much space; fourth, the cost of handling is much less; fifth, saving of labor in the boiler room; sixth, boiler depreciation is cut down two-thirds, and seventh, the absence of smoke and dust.

Among business-paper advertisers now featuring oil-burning apparatus may be mentioned the following:

Bethlehem Oil Burner System, manufactured by the Bethlehem

Ship Building Corporation of Bethlehem, Pa.

Coen Company, makers of the Coen system of low-pressure oil-burning apparatus.

Foerst Oil Burners, made in Bayonne, N. J.

The Peabody Oil Burning Equipment, New York.

The National Airoil Burner Company of Philadelphia.

The Combustion Engineering Corporation of New York, makers of Lopulco systems.

All of these concerns are using space at the present time in business publications.

The whole industry seems to be at the stage of development where more advertising would help considerably. While there are, as Mr. Hodges points out, many useless burners being sold to credulous people, there are also many which have secured the endorsement of the fire underwriters and of competent industrial engineers.

This field seems to offer much opportunity for a large number of new advertisers. In the New York Telephone Red Book, for example, I counted no less than twenty-two makers of oil-burning appliances for homes, who have done little or no advertising.

The present strike settlement affords no permanent relief. Such a truce is not final. The public is to be assessed to buy off both parties to the quarrel. Governor Pinchot is to be congratulated upon his successful handling of a delicate and difficult task, but when the present agreement expires, more trouble is almost inevitable. Temporary relief is accomplished but at the expense of continually higher prices to the consumer.

In the meantime, householders have decided that anthracite is a laborious and costly method of heating a home. They are anxious to learn more about practical substitutes. Business men are interested in hearing about more efficient and less costly methods of securing power for their plants. Both are ready for a revolution in methods of heating and securing power. Advertising is going to help accomplish this revolution.

A Business Developed by Cultivating New Markets

How the Stone Straw Company Has Opened New Outlets through the Use of Advertising

By James True

ALMOST from its beginning, the development of the large and profitable business of the Stone Straw Company, of Baltimore and Washington, has come through the discovery and cultivation of new markets. Because of this fact, the company decided to discard precedent and tradition, and adopt a policy of after-war merchandising that was different from anything of the kind ever attempted in similar lines.

Before the war, the business grew naturally, trailing its markets. From time to time new channels were presented, almost obviously, through the development of the demand for other products. But after the war, when the inflated demand ceased almost overnight, idle machinery and increased factory facilities represented a manufacturing capacity many years ahead of the established rate of increase. And the experience of the company in quickly developing markets that soon absorbed more than the increased war-time volume stands as a significant example of how sales can be developed, economically and promptly, for a product hedged about with unusual selling problems.

About thirty years ago, the business had its start in the manufacture of paper tips and holders for cigarettes. These were made on the spiral principle, were coated with paraffin, and sold only to manufacturers. Later, paper straws were developed from the holders to supply a limited substitute demand.

Throughout the Southern States wheat straws were served with mint juleps. A quantity of cracked ice, and the cluster of mint sprigs that invariably topped the glass, made straws a necessity. But

wheat straws were never very satisfactory; they cracked when dry and became useless; they were not of uniform size, and more difficult to cut to the proper length.

THEN THEY WERE CALLED "JULEP STRAWS"

So the high-class barrooms and restaurants bought the paper straws readily. The Stone Straw Company found its first development in a receptive market that called for no unusual selling effort. For a long time all orders received called for "julep straws." And the sale was limited until the development of the soda water business created a demand for straws that has increased steadily.

The selling of bottled drinks at ball parks, fairs and other places of amusement offered another volunteer market which was created with no effort on the part of the company. Long ago, some soft drink concessionist discovered that ladies were not buying because of the inconvenience of drinking out of bottles. Breakage and loss made glasses expensive; but paper straws solved the problem.

The other day, after relating these details of the business, Carl Casey, president of the company, said that straws were once considered as a product impossible to advertise profitably. Dealers bought them to give away, as a means of a service; they were an expense that did not tangibly increase profits. And practically every purchaser thought that it was to his interest to limit their use as much as possible.

"Our business always has been profitable," Mr. Casey continued. "The volume of every year had shown an increase, and we were quite satisfied with our methods

ADVERTISING

More Voluntary Attention

THERE seems to be an impression, quite general among those who do not advertise, that small advertisements are too much dwarfed by their neighbors in page space.

EVERY advertising man knows that two-inch copy continues to bring inquiries, frequently at less cost than twenty years ago, even in the same magazine that then carried but one-tenth the lineage.

Advertisements are receiving more voluntary atten-

tion. The old-fashioned man who "never read the ads" now adjusts his glasses to read the small type on the coupon. Business men who are considering national advertising should not be deterred by the financial necessity of using small space.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

MOSS-CHASE



Announcing—

FOOD SERVICE

Send for a copy of the first issue, a list of prominent national advertisers who have already taken space in it and **HOTEL MANAGEMENT'S** complete plan for getting business in this important market.

—a direct result of the revolution in the last few years in hotel-keeping methods.

—the first *business* magazine for managers, chefs, stewards, cafe managers, etc., who are now vitally interested in food purchase and food management.

—a new editorial section of **HOTEL MANAGEMENT**, bound separately, that now makes it possible for advertisers to reach all back-of-the-house purchasing factors.

AHRENS PUBLISHING COMPANY, INC.

Pacific Coast Representatives—Blanchard-Nichols-Coleman

HOTEL MANAGEMENT

Executive Offices
342 Madison Ave.
New York City
Buffalo Office
134 St. James Pl.
Chicago Office
20 E. Erie St.

FOOD SERVICE
Monthly Feature *HOTEL* Devoted to —
PURCHASE-STORAGE- PREPARATION- SERVICE- CONTROL
Announcing a Prize Contest
for Chefs, Stewards and Other Members
of the Back-of-the-House Staff
WITH THIS ISSUE THERE IS A PRIZE CONTEST
FOR ALL BACK-OF-THE-HOUSE STAFF
IN THE HOTELS, RESTAURANTS AND CATERING
BUSINESS. THE PRIZE IS A TRIP TO THE
HOTEL AND RESTAURANT CONVENTION
IN NEW YORK CITY.

1. How to Handle the Hotel Staff
2. How to Select and Promote Food Quality for the Hotel
3. How to Develop the Right Standards for Food Purchases
4. How to Handle the Hotel Kitchen and the Hotel Dining Room

HOTEL MANAGEMENT
Announcing a Prize Contest
for Chefs, Stewards and Other Members
of the Back-of-the-House Staff
WITH THIS ISSUE THERE IS A PRIZE CONTEST
FOR ALL BACK-OF-THE-HOUSE STAFF
IN THE HOTELS, RESTAURANTS AND CATERING
BUSINESS. THE PRIZE IS A TRIP TO THE
HOTEL AND RESTAURANT CONVENTION
IN NEW YORK CITY.

**30 CENTS A COPY
3 DOLLARS A YEAR**

and our progress. But when the abnormal war demand subsided something over three years ago, we realized that we would have either to find a way to increase the demand for straws or scrap a lot of valuable machinery.

"Looking back now, our problem may appear to have been simple; but it must be remembered that we had no guide of any kind. Nobody had ever advertised straws or anything very similar, and our distribution, which was approximately complete, seemed to be a detriment rather than an aid. Several of those whom we consulted were of the opinion that any attempt to increase the consumer demand would be resented by the dealer as an unwarranted attempt to increase his expense. It was also thought by several that the public would not respond to an advertising appeal on anything so trivial as our product. We listened to numerous assurances that 'it couldn't be done.'

"Our first year's appropriation for space, artwork, engravings and direct advertising was only about \$25,000. The preparation of the campaign required a great deal of research and hard work, the advertising promised little or no profit, and it did not look like it would develop. But we were fortunate in finding an agent who was convinced that a plan could be devised which would give the increase necessary to keep our machinery busy.

"Our advertising to the consumer met with the approval of

our established customers. We had no complaints or objections of any kind from the trade, and I'm sure that this resulted from our informing our customers as to our advertising policy, both by means of the trade press and direct advertising. We assured the

trade that we were attempting to increase the consumption of all soft drinks, and thereby stimulate the demand for our product. It was our idea to advertise drinks first, and then the sanitary and other advantages of our straws.

"So far, we have confined our consumer advertising to one publication, but we are planning now to use others. We considered it best to win one audience before attempting to influence others, since our advertising funds were limited. Our advertising appeals have been directed to school children and their parents, and to the general public with a number of suggested uses for straws. All of the advertisements have been happily illustrated, presenting the straws in use, and we have used only half and quarter pages.

"Our copy to the consumer has always stressed the importance of the drink. For instance, we emphasize the health-giving qualities of milk for children, and then mention that straws prevent gulping and thereby assist digestion. With others we illustrate the glass or bottle, mention the attractions of the beverage, and then suggest that 'The best drink tastes better through a straw.'

Drink it through a STRAW



Stone's Straws keep healthy school children healthier.

Stone's Straws are made of the finest material and are guaranteed to be clean and sanitary. They are the only straws that are made of glass and are therefore the most healthful and safe for use.

Stone's Straws are sold in all parts of the world. They are the only straws that are made of glass and are therefore the most healthful and safe for use.

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CONSUMER ADVERTISING THAT
DON'T FORGET THAT THE DRINK
IS THE THING OF FOREMOST
INTEREST

"In our advertising we have kept the dealers' interests in mind. In our plans for distribution we studied and attempted to assume the jobbers' viewpoint. We knew that prompt distribution would influence our advertising success, and we also knew the value of rapid turnover to the distributor. So before we began to advertise we placed forty-four large warehouse stocks at accessible points in the United States and Canada. All of our distribution is secured through jobbers, and they have expressed a great deal of appreciation for this service. Our jobbers were not required to increase the size of their stocks, they missed no sales, and their turnover has been greatly accelerated.

"At the end of our first year of advertising we found that we had established several new markets, and that our business had profitably increased. We were encouraged to increase our next appropriation by five thousand dollars, and the increase for the third year was seven thousand more.

"On the first of August, last, we found that our increase of volume for this year was running 46 per cent ahead of our business for the same period of last year. For many months all of our war-time machinery has been in steady use, and we are now installing more.

"This increase is undoubtedly the result of our cultivation of markets new to us. Before we began to advertise, straws never had been used to any extent by

children in drinking milk from the bottles served in schools. They never had been sold to hospitals and other institutions. Few clubs and restaurants served them at the table unless they were requested.

Cafeterias, fountains, and lunch counters had never served milk and other drinks in bottles with straws. They were never purchased regularly by consumers for home use, and were very seldom considered in purchasing supplies for picnics and outings. But our advertising has made them somewhat popular in these new markets."

Another important result, mentioned by Mr. Casey, is the large amount of collateral advertising. Since the first campaign of the Stone Company, many manufacturers of soft drinks have shown a fine spirit of co-operation by including straws in their advertising illustrations. Even manufacturers of milk bottles and milk bottle caps have suggested the use of straws in the advertising of their own products.

Throughout all of the consumer advertising on Stone Straws the fact that the dealer's interest was kept in mind is evident, and since the first campaign started the company has been considering a package of straws for home use which would give the dealer a profit. About two years ago an investigation was made among druggists to determine their opinions as to the possibility of a profitable business on such a pack-



The Regular Round Carton of 100 Stone's Straws and the Paper Package Display Carton of 100 individual boxes for home use. Stone's Straws are nationally advertised in the Saturday Evening Post which helps the drink dispenser who uses them sell more drinks as well as more Stone's Straws.

Stone's Straws Nationally Adver- tised

That's a big help to you. The public loves Stone's Straws. They ask for them wherever drinks are sold. They take them home in the 100 individual home carton. How much easier it is to sell Stone's Straws.

Stone's Straws are known as the 100% perfect, guaranteed Straws. This perfection is maintained by EXPERIENCE, PATENTS and the tremendous FACILITIES of the only plant in the world manufacturing STONE'S STRAWS—the original, artificial Straw.

To be sure of getting the best Straws at the best price demand STONE'S STRAWS by name—then see that their name appears on every box. You can always get Stone's Straws quickly from your jobber—established warehouses throughout the country keep the leading jobbers supplied and guarantee prompt service at all times, to all points. We have one inviolable law price to all.

Order from your jobber or write us for names of distributors nearest you.

The Stone Straw Co.

EXCLUSIVE MANUFACTURERS

GENERAL OFFICES—WASHINGTON, D. C.

WASHINGTON, D. C. BALTIMORE, MD.

Stone's Straws are made of Manila paper and hard white paraffine wax of high melting point. They are free from taste or odor, and are not affected by anything used as a drink.

HOW THE CONSUMER ADVERTISING
IS EXPLOITED BY THE TRADE

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

GRINNELL SPRINKLERS

WELLSWORTH GLASSES

MCCUTCHEON LINENS

TAVANNES WATCHES

PETER SCHUYLER CIGARS

COLUMBIA WINDOW SHADES

TARVIA

WALLACE SILVER

ENCORE PICTURES

NEW-SKIN

RUBBER ASSOCIATION OF AMERICA

WESTINGHOUSE AIR SPRINGS

"QUEEN-MAKE" WASH DRESSES

BARRETT ROOFINGS

What we've done for others we can do for you.

*A good salesman is known
by his volume of sales—not
by the number of "calls."*

Is your advertising selling New England farmers—or merely “covering” New England?

Selecting the right advertising medium is equally as important as choosing the right salesmen. Results of advertising—or good salesmanship—should be increased sales—not the number of “calls.”

NEW ENGLAND HOMESTEAD advertising does more than make “calls”—it *sells* the New England farm market.

The combined circulation of other farm papers with widespread distribution may mathematically *cover* New England—but mere “coverage” without influencing sales is not effective advertising.

NEW ENGLAND HOMESTEAD is intimately and inseparably associated with its readers. Many advertisers know from experience that The Homestead's close contact, personal service and unequalled influence with its 66,000 readers are the outstanding reasons why New England farmers *prefer* to buy from HOMESTEAD advertisers.

**To SELL New England—
Use the Homestead**



WARREN A. PRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass

Member

Audit Bureau of Circulations
New York: 456 Fourth Ave.
E. R. Williams

Member

Agricultural Publishers Association
CHICAGO: 5 South Wabash Ave.
J. Lewis Draper



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age to retail for ten or fifteen cents. Letters with return cards were mailed to 2,000 druggists in all parts of the country, and they were asked if they thought such a package would sell, if they would stock the item, and if they believed it could be profitably advertised on a national basis.

Replies were received from 38 per cent of the list, and more than nine-tenths of them were favorable. The package was created about the first of this year and jobber distribution secured. The first mention of the new item was made in the trade publications for April, and it was mentioned in the consumer advertising of that month.

The success of the package, retailing for ten cents, was immediate. Since its introduction, the advertising of it, both in copy and illustration, has been incidental; but by the month of August more than a million packages had been sold. Practically all retail distribution was secured through the jobbers.

"One reason for our success in advertising," Mr. Casey remarked, "was our policy of informing the dealer of all that we were going to do. Since beginning our advertising we have hammered away at the dealer through business publications, and to introduce the new package we used a list of twelve. In all, we have used fifteen trade magazines to reach druggists, confectioners, bottlers, soda dispensers, restaurant and cafeteria managers. Besides, we have mailed a number of effective direct advertising pieces to a large list.

"The most satisfactory feature of the increased demand is its apparent permanency. Our strongest appeal has been to school children and their parents, not only because the army of youngsters in American schools numbers 23,000,000, but because of the future demand they will create and stabilize. We have received a great many letters from school and public officials, physicians, nurses and parents commending us for our advertising of a clean and healthful method of drinking

THOUSANDS OF DOLLARS' WORTH of ADVERTISING TOO LATE!

THE value of the orders for space in "**PUNCH**" issues during 1923 which have had to be declined for lack of space amounts to over

\$80,000

Naturally, those disappointed Advertisers have been amongst the first to book space throughout 1924, with the result that *already over 50% of the total space available in 1924 is booked.*

Every effort will be made to accommodate renewal orders as they arrive, but because of the heavy advance booking no guarantee of space can be given.

Every issue of "PUNCH" for this year is now full until December 26.

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Bouverie Street, E.C.4
London, Eng.

"Punch" Office July 30th, 1923

**WE'VE done
it in our busi-
ness—you can
do it in yours**



IN making and selling the Eversharp Pencil and the Wahl Pen, we have worked out some unusual methods of building good will and establishing business friendships.

We have published a digest of these methods in a book. If you have a merchandising or selling problem, this book will interest you. You will find many suggestions which you can apply. This book tells how you can literally shake hands with each of your customers every day.

Our book is not for sale. Neither are we distributing it generally. We will gladly loan a copy to any executive. Simply fill out and mail the coupon.

The WAHL Company

COUPON

Wahl Co., 1800 Roscoe St.
Chicago, Ill.

Gentlemen:

Please send me without obligation your merchandising plan book.

Name

Company

City and State

milk. A number of mothers have written us that they could not make their children drink milk until straws were used. And many of the letters have been valuable in suggesting copy appeals.

"If the new markets I have described now seem simple and obvious, you must remember that all markets seem to be so after they have been cultivated and proved. I assure you that they seemed otherwise when they were considered three years ago. And I am convinced that many manufacturers in a variety of lines can easily develop new markets if they will fully inform their trade as to their intentions, and then keep their advertising before a single audience until results are assured. There has been nothing intricate or mysterious in any of our advertising; it has been simple, straightforward and pleasing; we have placed all of our cards on the table and have honestly considered the interests of our dealers; and that, I'm convinced, is necessary to make any campaign of the kind successful."

Brown-Kendall Company Running Newspaper Campaign

The Brown-Kendall Company, Parkersburg, W. Va., wholesale notions and furnishings, is running an eight-week campaign in a list of fifty-two newspapers. In addition to this campaign direct-mail advertising and dealer helps also are being used. It is planned to include the use of poster advertising at a later date. This campaign is being directed by the McAdam Service Company, Wheeling, W. Va.

J. W. Huntoon Joins Cleveland "Times and Commercial"

John W. Huntoon has joined the Cleveland *Times and Commercial* as financial advertising representative. He was at one time with the Cleveland *Plain Dealer* in a similar capacity. More recently he has been business manager of *Finance and Industry*, also of Cleveland.

Joins Siegel-Levy Company

H. Goldstein has joined the Siegel-Levy Company, Inc., New York, dresses, and its affiliated company, the Majestic Costume Company. He will have charge of the advertising service department. Mr. Goldstein was formerly with the Federal Advertising Agency, Inc., in charge of the printing department.

MEMBER ASSOCIATED PRESS

MEMBER A.B.C.

A Satisfied Advertiser

WE received from Aunt Mary's Chocolate Co., 310 West Superior Street, Chicago, the following letter, dated August 30, 1923:

"We have given your Chicago Representative today an advertisement for The Christian Science Monitor to start September 7th.

We started in the chocolate business early last year and used the Monitor, two Chicago newspapers and a number of religious publications.

The results from our advertisements in the Monitor far exceeded results obtained from any other source, and we intend to use the Monitor *exclusively* from now on, during the season.

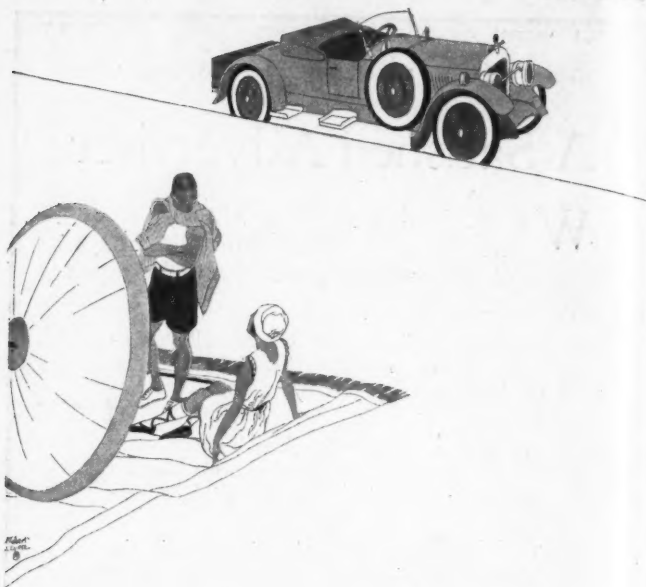
We would also add that we received orders from nearly every state in the Union, and also from Australia, Alaska and South Africa through our advertisements in the Monitor."

Readers of the Monitor make it a point to buy goods advertised in this International Daily Newspaper. The most direct and immediate proofs of this fact are received by firms selling goods through the mails. But we also have letters from manufacturers whose goods are sold by dealers, telling us of the unusual results obtained from Monitor advertising.

The Christian Science Monitor

An International Daily Newspaper

Advertising Offices in Boston, New York, London, Chicago, Cleveland, Kansas City, Los Angeles, San Francisco and Seattle. Also 367 Local Advertising Representatives in Important Cities of the United States, Canada and Other Countries.



MASON CORDS

Produced for

THE SWEENEY & JAMES CO., ADVERTISING
CLEVELAND, OHIO

by

PALENSKE • YOUNG *Inc.*
ADVERTISING ILLUSTRATIONS

315 NORTH MICHIGAN AVENUE

Chicago



DESIGN • LETTERING • LAYOUTS • DUMMIES • PHOTOGRAPHY
PEN • CRAYON • WASH • OPAQUE • COLOR • RETOUCHING

Our Need of a Sustained Supply of Softwood Timber

Forest Products So Essential to Publishing and Advertising Must Be
Husbanded and Increased through Public and Private Co-
operation with the Government

By W. B. Greeley

Chief of the United States Forest Service

THE abundance, accessibility and high quality of the virgin pine, spruce and fir forests in the United States have not only been factors of the highest importance in the industrial and social development of the nation, but have also made the unstinted use of timber in many forms a settled habit of the American people.

Our forests were so abundant that only within the last forty years has the possibility of their exhaustion been taken seriously by anyone; and efforts of any moment to conserve and restore this unparalleled natural resource scarcely antedate the present century. Even at the present time, with three-fourths of her softwood forests cut over and two-thirds of her virgin timber gone, the United States contains more softwood timber than any other country except Russia, and still cuts and consumes 45 per cent of the world's consumption of softwood products.

The pure coniferous forests of the United States and mixed forests in which conifers predominate cover approximately 225,000,000 acres. About 100,000,000 acres of this total contains old growth, either virgin or lightly culled, while the remainder contains volunteer young growth in various stages of development, much of it rather poorly stocked or of comparatively inferior quality. In addition there are about 70,000,000 acres of denuded land which formerly bore softwood forests but is now largely unproductive as a result of destructive cutting and fire. In addition to these areas in the continental

United States there are approximately 12,000,000 acres along the coast of southern Alaska which contain virgin timber of commercial quality. Softwoods occupy approximately three-fifths of our forest land and comprise four-fifths of our total stand of saw timber.

Estimates available indicate that the coniferous forests of the United States contain approximately 1,830,000,000 board feet, or around 400,000,000,000 cubic feet of timber suitable for the manufacture of lumber, together with 940,000,000 cords of smaller material suitable for pulpwood, fuel, fencing and like products. About 80 per cent of our coniferous saw timber is original growth.

CONSUMPTION OF SOFTWOOD TIMBER IN UNITED STATES

The United States annually consumes approximately 35,000,000 board feet of softwood lumber and other products cut from timber of sawlog dimensions. Including the smaller material, our yearly drain upon the softwood forests amounts to slightly over 12,000,000,000 cubic feet of standing timber. Nearly two-thirds of this total consists of sawed lumber, railroad ties and structural timbers. Fuel wood, mostly a by-product made from small trees and from woods and mill waste, represents nearly one-fourth of the total use, while fence posts, poles, piling and mine timbers account for one-eighth. Pulpwood, while an exceedingly important product in parts of the Northeastern States, takes but 4 per cent of the total softwood cut in the country. Even including imported wood and pulp, this form of material represents less than

From a paper read before the British Empire Forestry Convention at Ottawa, Canada.

STANDARD REMEDIES

Moves to

WASHINGTON, D. C.

"Standard Remedies," leading business paper of the Proprietary Industry, announces the removal of its offices from 440 S. Dearborn, Chicago, to

423 STAR BUILDING

Washington, D. C.

This will permit closer contact with legislative bodies which are an important factor in the industry. This means greater reader interest. Which, in turn, means greater advertising value.

**STANDARD REMEDIES
PUBLISHING CO.**

Star Building, Washington, D. C.

Represented by

Max I. Barth

171 Madison Ave., New York

G. H. Dirhold

1341 Syndicate Trust Bldg., St. Louis

Jos. Esler

Bookery Bldg., Chicago

L. C. Breed

P. O. Box 4, Upham Branch, Boston

Tests Prove Its Pulling Power

Recently one of our clients printed half a catalogue in Art-gravure and half in good half-tone printing.

The printing cost was approximately the same for both processes.

The Artgravure outpulled the half-tone better than three to one.

If your advertising is pictorial and the run is large, let us tell you about this and other tests of Artgravure Pulling Power.

ART GRAVURE CORPORATION

**ART
GRAVURE**
Pictorial Printing

NEW YORK CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

6 per cent of our total consumption of softwoods.

The effect of the depletion of the softwood forests more accessible to the larger centres of population and the higher cost of timber products transported from greater and greater distances has already been plainly and indeed painfully felt in the restricted use of softwood lumber. The peak year of unstinted use of softwood forest products in the United States was 1906, when our total consumption of softwoods exceeded 13,000,000,000 cubic feet of standing timber and our per capita consumption exceeded 154 cubic feet. Since that year the total yearly consumption of softwoods has dropped over 1,000,000,000 cubic feet. The per capita consumption of softwood lumber alone has dropped from eighty-seven cubic feet of standing timber in 1906 to fifty-six in 1920, a loss of 36 per cent. The per capita consumption of pulpwood during the same interval has increased from about five cubic feet to about seven cubic feet, or 37 per cent. But the total per capita use of all softwood products has dropped from 154 cubic feet in 1906 to 115 cubic feet in 1920—a loss of 25 per cent.

PER CAPITA CONSUMPTION OF PAPER INCREASING

It is of interest to note that while the pressure of transportation costs and high lumber prices has markedly curtailed the use of softwood lumber, and this notwithstanding the serious shortage of dwellings which has confronted the United States since the World War, yet the per capita consumption of paper and fibre products of all kinds is still increasing at an enormous rate. The consumption of newsprint in the United States was 880,000 tons in 1904, as compared with 2,200,000 tons in 1920. The per capita consumption of paper of all sorts increased from eight pounds in 1859 to nearly 149 pounds in 1920. The American people use about twice as much paper per capita as their closest competitor in this distinctive

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Beautiful effects for YOUR advertising literature

By specifying Foldwell Coated Paper for your finer pieces of advertising literature you can be confident of beautiful results. For in addition to its unusual strength and unique folding quality Foldwell possesses an exquisite surface.

A number of this year's most attractive direct-mail pieces have been printed on this paper. Some of these will be on display at the Foldwell Exhibition at the Direct Mail Convention in St. Louis. Make it a point to see them.

A Masterpiece on Foldwell—Free

We invite you to send for a reproduction of a most interesting subject, beautifully done on Foldwell. From this you will get an idea of how excellent a printed piece can be when care is exercised in the selection of paper stock.

CHICAGO PAPER COMPANY, Manufacturers

Desk 9—810 South Wells Street, Chicago

Distributors
in all
Principal Cities

Foldwell
TRADE MARK

Folding Coated Book
Folding Coated Cover
Folding Coated Writing

FOR ALL KINDS OF FINE PRINTING

Gathering in the Fruit

The fruits of business success never ripen and fall of themselves. Immutable laws control them.

The fruits of nature are the natural results of soil, sun and rain in right proportions.

Profits, the fruits of successful business, are the natural results of *Knowledge, Management* and *Organization*.

Perfect fruits are no surer under the laws of nature than are *profits* under the laws of business.

Knowledge is the elimination of guess work—the heat and the light of the sun.

Management is a science, the fundamental principles of which change no more than the fundamental principles of soil or rain.

Organization is the machine, utilized and controlled by *Management*, to produce *profit*. Like nature it functions only when directed by *Knowledge*.

The Fruits of business success are *being picked* today by *managers who know*—whose methods are founded on the fundamental principles of *Knowledge, Management, and Organization*—*as immutable as the laws of nature*.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

NEW YORK	CHICAGO	CLEVELAND	INDIANAPOLIS	NEW ORLEANS
PHILADELPHIA	MINNEAPOLIS	BUFFALO	TOLEDO	DALLAS
BOSTON	ST. PAUL	PITTSBURGH	ATLANTA	FORT WORTH
PROVIDENCE	ST. LOUIS	DETROIT	RICHMOND	HOUSTON
WASHINGTON	KANSAS CITY	CINCINNATI	BALTIMORE	DENVER
		MILWAUKEE		

tive dependence upon forest grown material, which is England; and now consume in paper and other fibre products the equivalent of nearly eleven cubic feet of standing timber per capita annually.

The importance of paper in modern industrial and social economy and the significance of the world-wide quest for paper-making woods may make a brief reference to our resources for this particular industry of interest. Eighty-five per cent of the pulpwood now cut in the United States is obtained from spruce, fir, hemlock and the cotton woods or aspens. It seems probable that our forests contain not far from 111,000,000,000 cubic feet of timber of these standard and established species of the paper-making craft. The present yearly drain upon this resource, including other forms of use, as well as pulpwood, amounts to approximately 150,000,000,000 cubic feet. By extending the range of woods to include species now used to a comparatively slight extent for the manufacture of paper but which in all probability will come into more general use as the supply of the better pulpwoods is depleted, the estimate of pulpwoods ultimately available for this industry, in competition of course with other industries, may be increased to 327,000,000,000 cubic feet.

This figure includes such woods as the Southern yellow pine, jack pine, the larches, the Southern gums, yellow poplar, and the birch, beech and maple, common in the Northeastern forest region. This list of species, together with the standard woods first named, now furnishes 98 per cent of the pulpwood manufactured in the United States. As against a total resource of 327,000,000,000 cubic feet, this stand of timber is now being drained for all purposes at the rate of 10,000,000,000 cubic feet annually. It is simply a question of years before the same economic pressure which has already overtaken the use of lumber in the United States will reach and affect the use of paper in the United States, an economic



**261%
GAIN IN
240
DAYS**

SCREENLAND

SCREENLAND is the fastest growing magazine in the screen field. The circulation in November, 1922, was 25,592 and in June, 1923, it had grown to 92,388 net paid circulation A. B. C.

The present rate in **SCREENLAND** is \$.60 per line flat, based on a guaranteed A. B. C. net paid circulation of 100,000 with the October, 1923, issue.

NOTICE—Beginning October 20, 1923, the advertising rate in **SCREENLAND** will be \$1.00 flat, based on a guaranteed A. B. C. net paid circulation of 160,000 with the February, 1924, issue. A rateholder will protect you at the present 60c flat rate for six months.

The print order of the February, 1924, issue will be 250,000 copies.

Before you set your appropriation and make up your 1924 list, investigate this fast growing publication—**SCREENLAND**.

An inquiry will bring you rate card, circulation and marketing data, or our representative will call at your convenience.

SCREENLAND

119 W. 40th St., N. Y. City

pressure which undoubtedly will result first in reduced consumption and secondly in a real national and industrial awakening to the necessity of aggressive measures of reforestation. In fact, the paper industry of the United States is already well in the lead in a quiet process of industrial revolution which will put an emphasis upon the growing of raw material equal to the emphasis upon the manufacture and marketing of the product.

Aside from our dependence upon Canada and other foreign sources for a portion of our paper or the basic materials from which it is manufactured, which has already gone farther than American foresters like to contemplate, the exports and imports of softwood products have thus far been a negligible factor in the forest economy of the United States. The figures for 1920 indicate exports of softwoods aggregating 415,000,000 cubic feet, as contrasted with imports aggregating 640,000,000 cubic feet. Aside from pulpwood and wood pulp, the exports and imports at that period practically offset each other. As against the export of wood pulp equivalent to 7,000,000 cubic feet of timber, however, the United States imported the equivalent of 288,000,000 cubic feet of pulpwood and wood pulp. Furthermore, in the same year, as against exports of paper representing 19,000,000 cubic feet of timber, the country imported paper to a total representing 110,000,000 cubic feet of stumpage.

The foreign trade in paper and its materials has followed geographical lines of accessibility to the established factories and large consuming markets in the United States. Inaccessibility to the large markets has thus far prevented general use of the vast quantities of paper-making woods in the Western States and in Alaska. Time will doubtless gradually rectify this situation as the pressure of population upon natural resources will compel the paper mills to follow the sawmills in their westward migration.

The reforestation of the cutover lands in our Eastern regions, together with fuller use of the paper-making woods now available in the Western regions, offers this industry in the United States the opportunity, as rapidly as economic conditions permit, to develop a sustained supply of raw material on American soil.

Under normal conditions Canada furnishes more than 95 per cent of the softwoods imported into the United States, consisting chiefly of pulpwood and pulp, lumber, shingles and lath. Canada, the United Kingdom, Australia and New Zealand take half of all the softwoods which we export, which consist chiefly of sawed lumber and timbers; and most of the remainder goes to Latin America.

FOREST PROBLEM OF UNITED STATES

Our country is still in the stage of extremely liberal use of forest products, engendered by the very abundance of our virgin resources and national habits which have made us pre-eminent as a nation of wood users. We are still in the stage, as well, of mining out our remaining forest resources with but slight and inadequate consideration for their restoration. We are using timber three or four times as fast as we are growing it. Undoubtedly the hard lessons of necessity will compel a material restriction in the use of forest grown materials, a process which has already begun. Undoubtedly the same stern lessons will gradually compel a change in national habits of land use which will ultimately bring about a continuing and sustained supply of timber grown on the ample areas of land which we have available over and beyond other economic needs. This change in fact is now well started in the sections of the United States which have passed through the cycle of timber depletion to dependence upon distant and costly sources of forests products.

The most definite and effective step which the United States has yet taken to meet its forest prob-

Sept. 13, 1923

CLIENTS

Franklin Automobile Co.
Lehigh Portland Cement Co.
Oneida Community, Ltd.
Dr. Lyon's Dentifrices
The Curtis Publishing Co.
Educational Film Exchanges
Theodore Haviland & Co.
Franklin Die Casting Corp.
Phinny Brothers Company
Elgin A. Simonds Co.
Frank G. Shattuck Co.
Tao Tea Company
Cotrell & Leonard
Thos. F. Galvin
C. R. Achfeld

18th Floor

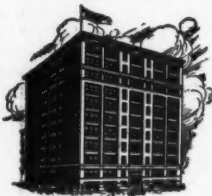
The Patterson-Andrews Company Inc.

ADVERTISING
AGENCY

1 MADISON AVENUE
NEW YORK



A Printer Is as Good as His Equipment Plus His Organization



One of the largest and most completely equipped printing plants in the United States

Our Equipment includes the latest and most efficient time-saving machinery—Linotypes, Monotypes, Color, and U. P. M. Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus, we are right on Quality, Delivery and Price.

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy-writers, and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

**Specialists in the Art of Catalogue and Publication Printing
For More Than Thirty Years**

**Business methods and financial standing the highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)**

Printing Products Corporation

Formerly ROGERS & HALL CO.

Executives:

LUTHER C. ROGERS, Chairman Board of Directors.

A. E. LAXMAN, President and Gen. Manager
H. J. WHITCOMB, Vice President, City and Country Publication Sales.

W. R. FREELAND, Secretary and Treasurer.

V. JACOBSON, City Catalogue Sales.

A. B. BOHULE, Country Catalogue Sales.

Catalogue and Publication Printers

Artists—Engravers—Electrotypers

Phone Local and Long Distance WABASH 3380

Polk and La Salle Streets - - CHICAGO

lent has been the retention or placing of a little more than one-fifth of our total area of forest land under public ownership, with forms of management dedicated to the continuous production of timber crops. Our great and fundamental problem of the protection of forested and cutover land, in all classes of ownership, from fire, is gradually being solved on the principle of public and private co-operation. The next step, that of bringing about real forestry practice on the four-fifths of our timber growing land which remains in private ownership, is going to be a long and difficult task in whose accomplishment economic pressure will doubtless play the major part. Here again, however, the principle of public and private co-operation and the co-operation of Federal with State agencies, in both of which the American people have had extended experience and have developed something akin to a national genius, will be a powerful factor. And as a part of this co-operation the further principle of the public right to exercise reasonable restraints upon the utilization of natural resources will undoubtedly be recognized.

At the present juncture the forest problem of the United States is primarily one of public education. The nation is gradually responding to the warning of Roosevelt that forestry represents one of the most important internal problems of the United States. The current discussion of timber supply and reforestation far exceeds anything previously witnessed in this country. There is a constantly growing response to the movement initiated by the head of the Federal Forest Service when he returned from military service overseas with the lessons of the World War as to the fundamental sources of national strength fresh in mind and urged far more general and effective national action for the restoration and perpetuation of one of our foremost natural resources. The honored President who has been taken from us placed the seal



FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PERTAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

BOSWORTH, DeFRENES & FELTON

PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

Mark The Rise

of The Billboard's circulation.

It is neither meteoric or effervescent.

It is steady and sound.

It is built on Service, Sincerity and Sanity, the only safe foundation on which to place publicity.

Member A. B. C.

NEW YORK

1493 BWAY, BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

of his own approval and support upon a national program of Federal, State and private co-operation to secure a generous measure of reforestation. A committee of the United States Senate has spent much of the present summer in studying the reforestation problems of the several regions in this country. We are working out the problem, as we usually do work out such problems in the United States, through public study and public education of a sort that sooner or later reaches the everyday American citizen and commands his support.

W. E. Molony Joins E. T. Howard Agency

Walter E. Molony has joined the E. T. Howard Company, Inc., New York advertising agency, as an account executive. He was formerly with the New York Tribune.

The Ft. Worth, Texas, *Record*, has appointed A. J. Putnam manager of national advertising. Before going with the *Record* he was advertising manager of the Muskogee Okla., *Daily Phoenix*.

Ludlow Typograph Company Appoints R. Earle Williamson

R. Earle Williamson, for the last three years in charge of the advertising department of the United Y. M. C. A. Schools, New York, has resigned to become advertising manager of the Ludlow Typograph Company, Chicago. While with the Y. M. C. A. schools, he also directed the schools of advertising and salesmanship.

For five years Mr. Williamson was with the Mergenthaler Linotype Company. He also was advertising manager of The International Poultry Sales Company, Browns Mills, N. J., and Alexander Brothers, Philadelphia, manufacturers of leather belting.

Advertising Specialty Members to Meet in Chicago

The Advertising Specialty Association will hold its twentieth annual convention in Chicago, September 24 to 27, at the Hotel Sherman. The speakers will include Fred B. Smith of Johns-Manville, Inc., New York, and Herbert S. Houston, publisher of *Our World*, New York.

A special session of the convention will be given over to the problems of sales managers.

The Chicago members will be hosts to out-of-town delegates, and are planning an evening of entertainment.

*THE Berkeley Press—
announce the appointment of Elva W. Wilcox
as Sales Manager.*

Specialists in
Publication Printing

THE BERKELEY PRESS

216 William Street

New York

A Successful Record of 46 Years

The AMERICAN EXPORTER is completing its 46th year of successfully helping American manufacturers get export business.

Today it carries more export advertising of American manufacturers than any other medium published in the world, and is thus their first choice for advertising to foreign countries.

It covers all the foreign markets, and goes to all the larger buyers in each, thus giving the exporting manufacturer a coverage of the cream of the foreign trade, at surprisingly low cost per market.

To visualize the character of our readers, send for a copy of our CONFIDENTIAL BULLETIN listing inquiries for merchandise received from them. (A weekly feature of our service.)

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its 47th Year

370 SEVENTH AVENUE

NEW YORK

Few Vermont Farmers Have Rent to Pay



*Sign Posts
of
Buying
Power
No. 11*

Where 86% of the farmers own their own homes and farms there is a lot of money left for the finer enjoyments of life.

The national average is 50% tenant farmers.

Vermont's purchasing power awaits your fall advertising schedules.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

Making the Factory Worker Make Good on Complaints

The Champion Rivet Company Adopts a Unique Complaint Policy and Advertises It in the Industrial Press

HOW should kicking customers be treated, and by whom? In many concerns the president acts as complaint clerk. These chief executives feel they are neither too busy nor too important to iron out the trouble-wrinkles. Elsewhere, since sales and satisfied buyers are one and the same thing, the sales manager is given jurisdiction. From that point, the trouble-corrector ranges down the entire line of office executives, with some organizations delegating the task to a minor clerk with spare time on his hands.

Now comes the Champion Rivet Company, of Cleveland—a company that claims to be the largest rivet manufacturer in the world—with an interesting variation on the methods commonly employed.

"What do you think of our practice?" this company asks in one of its advertisements in a technical publication. Then it gives the following explanation of its plan:

"When a rivet user encounters trouble and is inclined to attribute it—perhaps too hastily—to the rivet, it is the Champion policy to act promptly and without quibbling.

"We don't send a diplomatic representative who owes his place on the payroll to his ability to mollify an irate customer and persuade him to keep unsatisfactory material.

"We send the man who made the rivets which the customer questions. The rivet maker is not a polished or tactful adjuster. But he knows rivets, knows how to use them as well as how to make them. What is more, he knows what is expected of him—he has been with Champion from ten to twenty-six years. If the fault is ours, he is there to admit it and replace the rivets, for all Champion Victor Rivets are unconditionally guaranteed.

If the fault is not ours, he is there to help the customer out of his difficulty.

"We have heard a number of comments about this practice of ours. Some say it is 'poor business' to send out a shop man on a matter like this. Others seem to think it is quite original. Personally, we consider it the only thing to do—who knows more about the rivets than the man who made them?"

NO HESITATION IN CARRYING OUT THE PLAN

Of course complaints that are serious enough to require adjustment by factory representatives do not occur every day in the week. So manufacturing activities are not constantly interrupted by the dispatch of a worker to some distant point. But when danger does loom in the offing there is no dilly-dallying. No matter where the aggrieved person is located, if the Champion company decides matters cannot be corrected via correspondence, a workman from the department where the particular rivets complained about were made, is given his railroad ticket and becomes a diplomatic emissary.

There is no coaching of the workman. He is simply instructed to visit the customers, secure the actual facts without fear or favor, go over the situation in general, and determine the true cause of the dissatisfaction.

Analyze the plan and you will see it has a number of advantages. Rather than talk in the abstract let us see exactly what benefits the Champion company feels it secures through application of the idea. David J. Champion, president, tells us: "The advantage of sending a representative from the factory is that he comes in contact with the same type of men as himself. He

creates a good impression among the workmen. They are more inclined to listen with consideration to the arguments of a fellow-workman than they would be to, say, a traveling salesman.

MAKES SATISFIED CUSTOMERS

"Second, the customer is invariably well pleased with our action. He cannot fail to understand that we are making an honest effort to settle matters in a way entirely fair to himself. For example, complaints are not always well founded. Perhaps the rivets were not properly handled in the shop; perhaps they were not heated or driven properly. Our factory man is experienced enough to spot these faults quickly and can rectify matters immediately. Naturally, our customers appreciate this sort of service. We find after a complaint has been investigated by one of our factory men and the proper recommendations made that our friendship with the fault-finding cus-

tomers is more strongly cemented than ever before.

"Third, the plan secures a favorable reaction, not only from the executives of the complaining company, but the workers as well. They get to know us through first-hand contact, and good-will coming from this direction is not to be despised.

"Finally, so far as our own factory representatives go, it has a tendency to make the men understand they are individually responsible for any poor workmanship or trouble that might arise from their carelessness. This is an incentive to them to take a pride in their work and in the company for which they work."

In answer to a question concerning the expenses involved, Mr. Champion said: "At times this method may be more or less expensive. However, as I mentioned previously, our customers are invariably thoroughly pleased with our action, and we consider it to be a good investment."

Salesmen's Manuals

Would you like to see a list of nineteen articles that have appeared in the **PRINTERS' INK** Publications concerning salesmen's manuals; their fundamental requisites; how to use them; the loose-leaf manual, etc.?

Among the organizations whose experiences have been given in **PRINTERS' INK** and **PRINTERS' INK MONTHLY** are:

Welch Grape Juice Company
Tide Water Oil Company
Schulman & Hauptman
Fuller Brush Company
Gillette Safety Razor Company

Runkel Brothers, Inc.
Quaker Oats Company
George F. Eberhard Co.
Brown Shoe Company
National Cash Register Co.

You can secure a copy by writing our Research Department on your business stationery.

THE PRINTERS' INK PUBLICATIONS
185 Madison Avenue New York

Is the Barber Chasing You?

Mr. W. F. Biggers, of Greenville, S. C., says:
"Your printed matter should look 'dressed up'"

Mr. Biggers is one of scores of people whose letters to us indicate a widespread belief that favorable first impressions are very important. Read what he says about salesmen and letters:



GENTLEMEN:

A salesman may have a sure-fire line of selling talk, and carry an interesting line of goods. But if he should be unkempt or slouchy in appearance he would immediately create a first impression that would be against him and his line.

Any good printer will tell you that a high-grade paper requires less "dressing up" than others. I've tested this by getting up a circular and having it printed on three grades of paper, the same argument on each. These were mailed to a list of clients, who were requested to return the circulars with the order. About forty-eight per cent of the circulars printed on high-grade bond paper came back with the orders.

It is the same with letter paper. A letter written on Old Hampshire Bond will hold its own in any company. Good first impressions go a long way in any business. Therefore, the business man's first impression must be created by his letterheads, eight times out of ten. To create a good impression one must have Old Hampshire Bond because it is the best, and acts the part.

Very cordially,

[Signed]

W. F. BIGGERS
 P. O. Box 818, Greenville, S. C.

Business men appreciate high quality in things as well as in people. And the quality of your merchandise is evidenced no less by the character of the stationery you use than by the manner of your writing. Old Hampshire Bond is a proper and dignified companion for good language, describing good merchandise. You'll never have to worry about creating a good opinion of your goods if you use Old Hampshire Bond.

For printers and business men interested in fine paper, we have some interesting samples, which we shall gladly send to all who write on their business letterheads.

Old Hampshire Bond



Hampshire Paper Company
South Hadley Falls, Mass.

Also Makers of Old Hampshire Stationery
for Social Correspondence



A. B. HALL

after an absence of three years from the Greenleaf Company, during which time he has been engaged in free-lance work—advertising and merchandising counsel—returns on October 1st as Vice-President and General Manager in charge of Sales and Service.

The Greenleaf Co.

41 Mount Vernon Street, Boston
516 Fifth Avenue, New York City

Gaining National Distribution without Specialty Men

(Continued from page 6)

sales story in one message for the first mailing.

In the broadsides to retailers the entire proposition was explained in detail in the first big piece. This broadside included, first of all, a brief survey of the tooth-brush market, showing that the number of tooth-brushes sold each year is many times smaller than the country should buy. It also brought out the fact that most of those sold are foreign made.

Then each separate feature of the brush itself was explained, including the new machine; the new stapletied method of holding the brushes in; the correct trim; curved handle; glass container and six different colored handles for identification. Last, but not least, a strong paragraph showed the retailer that his profit is high.

This matter of price to retailers was a ticklish one, as Owens could not afford to set a retail price, due to the fact that different wholesalers in different sections of the country set their own prices. And yet, it was obvious, that without prices of some kind, direct orders could hardly be expected. This hurdle was topped by including a statement somewhat as follows:

"Use the enclosed postal to order from your jobber. You should be able to purchase Owens Stapletied Tooth-Brushes in adult sizes at about \$3.75 a dozen, showing you a gross profit of 37.5 per cent to 41.7 per cent."

This way of handling the matter did not offend the wholesaler, and it did give the retailer the definite information required to secure his order.

Other broadsides which followed took up one point at a time and carried the other features as secondary. For instance, broadside No. 2 played up the sanitary glass container; No. 3 featured the fact that the retailer made

from 5 per cent to 10 per cent more profit on the Owens than on the average toilet specialty in his store; No. 4 brought out the six different colored handles, trim, etc.—and so on, up to the final broadside announcing the national advertising campaign.

An unaddressed postal to be mailed to the retailer by the jobber was enclosed with each broadside to simplify ordering.

As it was naturally to The Owens Bottle Company's advantage to get all the displays possible in the retailer's store, and as there were no specialty salesmen to distribute display material, this was made the subject of one mailing piece. Samples of display material were reproduced and offered free on request. The Owens Ad-Pack—a package containing window cards, counter and store cards, window streamers and booklets—was offered with all orders of a certain quantity of tooth-brushes.

The retail druggists evinced a lively interest in this material and more than 3,000 wrote in for it.

This campaign shows a way in which many manufacturers can cut down the high cost of specialty work by the wise use of advertising.

CAMPAIGN HAD A DOUBLE PURPOSE

As to the national advertising, this was planned much after the sensational policy of the direct-mail campaign. The very fact that many tooth-brushes sold today are unadvertised, foreign-made articles showed that the druggist had a great deal to do with selling any tooth-brush he cared to push. Consequently, the advertising was planned to win his approval as well as the consumer's acceptance of the Owens.

Many shoppers buy tooth-brushes by rubbing their thumbs over the bristles or fingering the brushes. This is a waste of the druggist's time and also an insanitary habit.

Shoppers can see every feature of the Owens through the transparent glass without exposing it to handling.

Job Wanted

You seldom see such a plain heading, but it's direct. Recently returned from abroad. Have been Sales Manager of food, electrical appliances and wholesale paper. Advertising Manager of three leading diversified industries. My general experience includes Executive positions in systematizing businesses through co-ordination of departments and original selling methods. Travelled extensively in United States and Europe. 35 years old; 17 years' experience, every job a step-upward. If it is a job where I know I can make a success, the salary will work itself out. Why not, if interested, write "A. L.," Box 119, Printers' Ink.

WANTED An Advertising Sales Agency

Large enough to handle a National Distribution for a preparation that has been on the market eighteen years. Has distribution over twenty States. Repeat orders from the same dealers nearly every month. Can be developed into a big nationally advertised product. A paying proposition from the start. A golden opportunity for a sales agency that can command capital for advertising. For full particulars address

MANUFACTURER
401 Quincy Building
Denver, Colo.

By playing up this sanitary feature two objectives were accomplished. (1) Instant recognition for a new product, because the glass container is naturally the first feature that meets the eye; and (2) prestige for the druggist selling in this way.

Then, the other features of the brush were played up strongly, and prices quoted so that readers would not get the idea that the glass container made the brush more expensive.

All the layouts were built on the "display" idea, showing the product large, as the first requisite of this advertising was to get people to recognize and accept the Owens in a druggist's store.

September advertisements show the six different colored handle glass-enclosed brushes at the top of the page. At the same time the caption exclaims, "See This Striking Display in My Store," and is signed "Your Druggist." Color pages are appearing in a considerable list of mediums. Black and white pages and some half-pages are also being used. As was to be expected when the first page advertisement appeared in July, the company's sales were the biggest of any month since the campaign started.

As yet the company has made no plans for next year. Naturally such plans will depend on the experience of this year's effort.

Coca-Cola Receipts

The Coca-Cola Company, Atlanta, Ga., reports gross receipts for the first half of the current year of \$12,767,093, as compared with \$10,171,220 in the first half of 1922, and \$14,903,046 in the corresponding first half of 1921. The manufacturing and general expense for the corresponding six-month periods of 1923, 1922 and 1921 is shown as \$9,399,085, \$6,355,212, and \$12,651,780, respectively. Net income is reported as \$3,365,394 for the first six months of 1923, against \$3,721,041 for the first half of 1922, and \$1,804,263 for the same period in 1921.

Agricultural Publishers' Association Appointment

Victor F. Hayden has been appointed executive secretary of the Agricultural Publishers' Association, Chicago. Mr. Hayden was formerly with the McKinney Company, Chicago, advertising agency.

FOR SERIAL PUBLICATION IN NEWSPAPERS

The NEW TESTAMENT Translated Into Everyday American

By PROF. EDGAR J. GOODSPEED
of The University of Chicago

NATION-WIDE DISCUSSION RAGES
OPINIONS DIFFER PRAISE PREDOMINATES

To Be the Most-Talked-of Book
in the World in the Next Year

A NEW REPORT
OF THE GREATEST NEWS STORY
OF THE AGES

See that your newspaper gets the serial rights to this wonderful work. A scholarly, reverent, dignified, readable translation into the kind of English that the Greek was Greek—the com-

mon language of the day for the common man. A translation made possible by vast discoveries of papyri and increase in lexicographical knowledge in the last 25 years.



THE GEORGE MATTHEW ADAMS SERVICE
8 WEST 40TH STREET, NEW YORK
Exclusive Newspaper Rights

Are You Getting Your Share of Business in New England?

New England with less than seven per cent of the population of the United States, pays over ten per cent of the country's income tax.

Furthermore, of the total reported net income of the entire United States, 9.74% is credited to New England.

The following table gives the latest available figures:

	Returns	Net Income	Tax
Conn.	123,269	\$343,017,180	\$10,633,045
Maine	44,397	124,628,679	3,974,861
Mass.	388,442	1,153,008,156	46,534,644
N. H.	32,410	82,352,496	1,759,290
R. I.	48,057	157,568,411	9,236,328
Vt.	17,746	47,561,557	1,155,767

The six New England states as a group are one of the most prosperous markets in the country. Its consumers can be, and should be, appealed to through newspaper advertising. These publications offer you a wide coverage at a normal appropriation.

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy
Population 69,000, with suburbs 100,000

MERIDEN, CONN., RECORD

Net Paid Cir. 7,160 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 11,970 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,815 A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 32,029 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,546 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 76,463 P. O.—2c copy
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 78,920 P. O.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 35,514 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 27,639 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

American-grown Beans to Be Advertised

An advertising campaign to increase consumption of American-grown beans is being planned by the Michigan Elevator Exchange, Lansing, Mich. The plan provides for an assessment on each elevator of 9-10 of 1 per cent for each 100 pounds of beans received from the farmers.

Approximately 750 cars of Michigan beans containing 400 bags per car were shipped during 1922. As a 1923 crop of 6,000,000 bushels is anticipated, or about 100 cars larger than last year, the levy for advertising is expected to provide ample funds. All choice hand-picked beans will be packed in bags with a special brand and a guarantee of quality on each bag.

The Michigan Elevator Exchange concluded its third year of business on June 30 with a surplus after returning a patronage dividend to its ninety-three member associations. The exchange also is doing business with about 200 co-operative associations.

United Advertising Incorporates Paterson Branch

The Federal Advertising Corporation has been formed to take over the Paterson, N. J., branch of the United Advertising Corporation. The officers of the new corporation are:

Leonard Dreyfuss, president; William White, for several years manager of the Paterson office, vice-president and general manager; Alfred V. Van Beuren, vice-president, and Peter Hofstra, secretary. The new organization remains an affiliated company of the United Advertising Corporation.

Plans to Advertise "Dixie King" Mattresses

In contemplation of an advertising campaign on "Dixie King" mattresses, the Cotton Belt Manufacturing Company, Inc., Rocky Mount, N. C., beds and bedding, has applied for registration of the trade-mark "Dixie King." Although plans are as yet incomplete, a campaign is also planned on the Imperial roll-edge box spring manufactured by this company.

"Export" Appointment

Andrew J. Walter has been appointed manager of the Central Western territory at Cleveland for *Export*, New York. Mr. Walter was formerly with the New York *Commercial* and more recently with the Philadelphia Commercial Museum, publisher of *Commercial America*.

Danville, Va., "News" Appoints Katz Agency

The Danville, Va., *News* has appointed the E. Katz Special Advertising Agency, New York, publishers' representative, as its national advertising representative.

Steady Circulation GAINS!

August, 1923, shows gain of 1,813 net paid daily over same month last year.

Each three months shows gain over preceding quarter.

The EVENING EXPRESS uses NO SCHEMES, NO PREMIUMS to subscribers.

And the Express is

Portland's Only Evening Paper!
Portland's Only Three-cent daily!

THOUSANDS of Portland Families
TAKE NO OTHER Daily paper.

Portland Express

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

PRINTING SALESMAN

WE are looking for a high-grade salesman to represent us in the Pittsburgh district and other sections of Pennsylvania. The man must be of proved ability to sell the better class of catalog and color work and should be able to handle complete direct-by-mail campaigns. This should be an attractive opportunity for a man who knows this territory.

FRANKLIN PRINTING COMPANY
516 LUBLOW STREET
PHILADELPHIA - PENNA.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larrabee Bernard A. Grimes
E. B. Weiss August Belden
Ralph Rockefeller
Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, SEPTEMBER 13, 1923

Folling Nondescript Mediums

We understand that the Associated Dress Industries of America has started a campaign to make it easy for its members to decline nondescript advertising propositions. The plan is to have members get the approval of the association before giving consideration to any advertising scheme of a doubtful nature. David N. Mosessoehn, the executive director of this body, plans to enlist the entire ready-to-wear industry in this campaign after all of the necessary details have been worked out.

There is no reason why Mr. Mosessoehn's idea should not prove to be a success. The same or a similar plan has been operated for years by many associations and the results have more than justified the effort. The Associated Banks' Advertising Committee of New

Orleans, for example, reported a saving of \$42,460 in one year, through the operation of this plan. This is one of the most helpful services that an association can perform for its members. Under ordinary conditions, the eliminating of these spurious advertising schemes should save enough for each member to more than pay his entire membership dues in the association.

These nondescript advertising ventures are one of the biggest taxes that business has to bear. They levy untold millions against industry every year. Even the small neighborhood business man is obliged to expend hundreds of dollars annually in this way. Almost every day some customer or friend or someone else to whom he is indebted comes around with a money-raising proposition that cannot be rejected for policy sake. The worst of it is that the word "advertising" is usually tied to these propositions in one way or another. Of course, nine times out of ten, the scheme has no advertising value whatever.

Generally the promoters of these ventures are sincere. Often the thing promoted is worthy enough, but the wrong method of raising money for it is followed. It should not be solicited under the guise of advertising. Usually the promoters do not understand advertising. They assume that because business men have to advertise that they might as well advertise and help a worthy cause at the same time. These men do not know that labeling a thing advertising does not make it advertising. They do not know that so-called advertising is quite valueless unless it is run in a medium that has established itself as an advertising medium of recognized value.

So, we repeat, Mr. Mosessoehn is on the right track. Until a medium has won the right to recognition, let the association assume the task of rejecting it for its members.

There's one more point: Associations should try to be con-

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Sept. 13, 1923

PRINTERS' INK

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sistent in their endeavors. Too often, in order to raise money to make up deficits or to lessen the expense of operating the body, the association, itself, engages in outside money-making activities that are beyond its province. In other words, it does what it objects to having outsiders do. What is sauce for the goose should be sauce for the gander. If it is not profitable for a member to advertise in a nondescript medium, it is certainly not proper for the association to promote nondescript mediums of its own.

The Worker in the Plant and

Advertising Stearns & Foster Manufacturing Company, of Cincinnati, expresses a fundamental and often forgotten fact in the following words: "Many of the men who sell and deliver our goods have never been in our factory, but they know it makes the kind of goods they can sell. The work our salesmen do is just as important as that done in the management or manufacturing departments. They must be on the job all the time. If they cannot sell the goods you could not make them and we would all go out of business. It is up to us here to give our salesmen the kind of quality goods they can sell, and at prices which will enable them to do business."

The activities of the sales and advertising departments bear a vital relation to the job of the factory worker. The fact isn't emphasized often enough.

A shoe factory, which realizes how closely advertising touches on morale, labor turnover and mental attitude, has adopted the policy of having each advertisement submitted to a committee of factory workers for criticism and suggestion.

The sales manager of this company says that as they have a very definite share in the making of the product and building quality into it, they are entitled to a share in suggesting what is said

about that product and taking also their share of the responsibility for its performance after it gets into the buyer's home.

Three or four other firms have adopted this policy and have, from time to time, secured valuable suggestions, since workers are often users of the product in their own homes and know how it works and how it could be improved. The Eastman Kodak Co., the Franklin Automobile Company, and other large advertisers, are constantly encouraging their employees to co-operate along this line. In addition to this advantage, the plan enables a concern to show, as Stearns & Foster did, the close relation between sales and advertising, production and wages. It can be pointed out to the factory workers that some of the greatest industries in America, have been developed almost entirely through advertising.

Advertising has actually created occupations which would never have existed except for its use.

Of equal interest to the man who works in the plant is the regularity of employment offered by firms which are consistent and regular advertisers. Those industries in which men work long hours for a certain period of the year and are laid off in idleness for another period are almost without exception industries which have never built up a regular market through consistent sales and advertising methods.

For example, Procter & Gamble recently announced that most of its workers would be kept on the job forty-eight weeks of the year.

A recent study of business cycles by a committee appointed by the late President Harding brings out these facts. Instances in which the use of advertising have made an all-year market for seasonable products may be found in large numbers in the files of PRINTERS' INK.

The point of contact between workers and owners, the need for which was shown so conclusively in the recent coal controversy, can often be secured by a definite and simple plan.

**Unadvertised
Products
Can Be
Advertised
This Way**

There is on the market a kitchen utensil known as an apple corer, which we believe sells for ten cents. With it any person can neatly and thoroughly core a dozen apples in jig time. Despite the availability of this inexpensive, convenient article, thousands of women, probably the majority of all housekeepers, still laboriously and awkwardly try to core apples with a paring knife or some other kitchen tool that is totally unsuited for the purpose.

Who is responsible for this? Is it the housekeeper or the manufacturers of the device? We hold the latter responsible. They have failed to make known the virtues of this product to the thousands of women who would gladly buy it if they knew of its existence and how easily it does its work.

We cite the apple corer only as an example of the dozens of pieces of wire goods, tinware, metalware and cutlery that would be in wider use if the manufacturers of them would only advertise their existence and how they can be used. To the extent that manufacturers fail to advertise these products, they are responsible for the unnecessary kitchen drudgery that results where these articles are not in use.

We anticipate that the objection will be raised here that it would not be profitable for the manufacturer to advertise such a low-priced article, of comparatively limited sale, as an apple corer. This objection is valid. It would perhaps be impracticable to advertise products such as we have mentioned singly. But they can be advertised in groups. Most everything in a household utensil is manufactured in lines. The manufacturer could advertise these lines in one advertisement. The leading article in September *Printers' Ink Monthly* entitled "Several Products Can Be Advertised in the Same Advertisement" discusses this subject comprehensively. It shows that the prevailing notion that only one product can

be advantageously presented at a time is not founded on facts. A large number of advertisers find it advisable occasionally to run group advertisements of related products.

The department stores are past masters at advertising a large variety of products in one advertisement. They will advertise hundreds of drug articles at a time or dozens of pieces of linen or a line of sporting goods or the things necessary for a camping outfit and will get enough business directly as a result of the advertisement to show that this kind of copy is practicable.

Lewis & Conger, the house-furnishing department store in New York City, frequently illustrate a number of kitchen articles in an advertisement, thus demonstrating how a manufacturer with a line of things like apple corers could advertise them. There is plenty of opportunity for advertising of this kind. Anyway let us get over such stultifying notions as that advertising can only be done in one way. Just because most advertisers find it desirable to present only one product at a time, is no reason why other advertisers would not find it equally as desirable to advertise groups of their products.

Specific Help for General Motors

GENERAL MOTORS CORPORATION
DETROIT, MICH., Sept. 7, 1923.

Editor of PRINTERS' INK:

We thank you very much for your letter of September 4 and for the extent to which you have gone in aiding our analysis of advertising expenditures.

The suggestions made therein will prove highly valuable to us.

GENERAL MOTORS CORPORATION,
H. G. WEAVER,
Secretary,
Institutional Advertising Committee.

Kraft Cheese Account with Brennan-Eley Company

The J. L. Kraft Bros. Company, Chicago manufacturer of Kraft cheeses, McLaren's salad dressings, and McLaren's cheeses has placed its account with the Brennan-Eley Company, Chicago advertising agency. Magazines, newspapers and outdoor advertising will be used for this account.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.,
(Fatima, Chesterfield and
Piedmont Cigarettes)

Johns-Manville, Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.

Pompeian Laboratories individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY:*

NAME	TITLE	WEEKLY	MONTHLY
O. F. Leopold	<i>President</i>	Yes	Yes
W. W. Wheeler	<i>Vice-President</i>	"	"
M. O. Hart	<i>Treasurer</i>	"	"
A. C. Carpenter	<i>Secretary</i>	"	"

*Information furnished by the Pompeian Laboratories.

George Batten Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:*

NAME	TITLE	WEEKLY	MONTHLY
William H. Johns	<i>President</i>	Yes	Yes
Wm. J. Boardman	<i>Vice-President</i>	"	"
Starling H. Busser	" "	"	"
Howard W. Dickinson	" "	"	No
Chas. J. Babcock	" "	"	"
J. Van L. Wyckoff	<i>Treasurer</i>	"	Yes
F. M. Lawrence	<i>Secretary</i>	"	No
S. W. Page	<i>Promotion Manager</i>	"	Yes
R. W. Barnwell	<i>Account Executive</i>	"	No
C. T. Adams	" "	"	"
W. C. Becker	" "	"	Yes
Myron C. Leckner	" "	"	"
C. B. Perry	" "	"	"
E. C. Harrington	<i>Client Contact</i>	"	"
W. B. Greenlaw	" "	"	"
J. W. Reed	<i>Office Manager</i>	"	No
R. F. Owsley	<i>Space Buyer</i>	"	Yes
H. C. Brandau	" "	"	No
A. W. Thompson	<i>Copywriter</i>	"	"
Sarah Swain Adams	"	"	"
Hugo Parton	"	"	"
A. P. Ascherl	<i>Art Department</i>	No	Yes
J. O. Smith	" "	Yes	No
H. J. Lattmann	<i>Production Manager</i>	"	Yes
W. B. Turner	<i>Outdoor Department</i>	"	"

*Information furnished by George Batten Company.

SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews.....	112	25,126
World's Work.....	98	21,974
Atlantic Monthly.....	94	21,212
Harper's	79	17,782
Scribner's	67	15,136
Century	53	11,872
Current Opinion.....	49	11,126
Our World	30	6,923
St. Nicholas.....	21	4,760
Street & Smith Comb....	21	4,704
Bookman	20	4,536
Wide World.....	19	4,275
Munsey's	17	3,822
Everybody's	15	3,497
Blue Book	14	3,240

Flat Size

	Columns	Lines
American	302	43,196
Red Book	200	28,636
Cosmopolitan	166	23,751
Physical Culture	153	21,924
True Story	138	19,852
Photoplay	136	19,552
Motion Picture Magazine	116	16,626
American Boy.....	82	16,568
Sunset	102	14,586
Success	70	12,813
Hearst's International...	74	10,711
Boys' Life.....	61	10,470
Metropolitan	68	9,743
Picture Play.....	62	8,766
Asia	60	8,280
Elks' Magazine.....	52	8,010
McClure's	53	7,586
Boys' Magazine.....	29	4,937

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	730	115,343
Ladies' Home Journal....	475	80,766
Harper's Bazar.....	347	58,384
Good Housekeeping.....	382	54,718
Woman's Home Comp....	237	40,362
McCall's	186	37,099
Pictorial Review	182	36,539
Delineator	142	24,155
Hollands	103	19,571
Designer	114	19,423
Modern Priscilla	107	18,274
People's Home Journal..	102	17,330
Woman's World	82	14,042

I have
just read
the first three
installments
of
Homer
Buckley's
series
The Science
of Marketing
by Mail
which starts in
the Sept 15th
issue
It surpasses
anything
I expected
Take a tip from
me and send in a
subscription
Walter Drey

FORBES, 120 Fifth Ave., New York, N. Y.

Subscription Rate—\$4.00 per year

Published every other week, 26 times a year.

NEW HAVEN

Connecticut's Largest City

When most sales are desired in this great merchandising outlet, they can be secured by using the **REGISTER** to let the people know of your product.

Consider!

More New Haven people, every night, BUY the "REGISTER" than any Two other New Haven papers.

Register's CITY circulation alone is several thousands larger than the ENTIRE circulation of any other New Haven paper.

91% of the Register's Circulation is within 10 miles of New Haven City Hall.

With the largest circulation in its history—and growing steadily!

The REGISTER'S supremacy as a newspaper is acknowledged.

- The most Local News—
- The most Society News—
- The best Woman's Pages—
- The best Sporting Pages—
- The best Special Articles—

The **REGISTER** can carry your message into the most New Haven homes—and into the homes of most Purchasing Power!

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
People's Pop. Monthly...	68	12,995
The Household.....	67	12,810
Needlecraft	61	10,440
Fashionable Dress	55	9,452
Mother's-Home Life.....	46	8,056
Child Life.....	55	7,865
Today's Housewife.....	31	5,281
Mess. of Sacred Heart (Pg.)	19	4,312
Wom. Citizen (2 Aug. is.)	24	3,562

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)...P.	459	77,216
House & Garden.....	447	70,639
Motor	393	66,024
Town & C'ntry (2 issues)	301	50,721
Country Life.....	250	42,009
Vanity Fair.....	219	34,679
System	240	34,420
House Beautiful.....	212	32,747
Popular Mechanics (Pg.)	132	29,568
Radio News	173	25,502
Field & Stream.....	160	22,946
Arts & Decoration.....	134	22,512
Normal Instructor.....	130	22,215
Pop. Science Monthly....	142	21,616
Nation's Business.....	142	20,910
Radio	139	20,454
Theatre	98	15,540
Garden Magazine.....	96	14,784
Outdoor Life.....	103	14,732
Science & Invention....	97	14,391
Outers' Recreation.....	97	13,916
Scientific American	81	13,811
National Sportsman	96	13,803
Popular Radio (Pg.)....	59	13,334
International Studio....	89	12,690
Motor Life.....	77	12,322
World Traveler.....	83	12,238
Business	70	10,056
Forest & Stream.....	67	9,670
Rotarian	54	7,946
Association Men.....	42	5,940
Extension Magazine.....	31	5,364

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Aug. is.)...	231	40,425
Canadian Home Journal.	151	26,491
West. Home Mo. (Aug.)	83	14,992
Rod & Gun in Canada...	90	12,899
Everywoman's World....	49	8,630
Canadian Mag. (Pg.)....	38	8,512

AUGUST WEEKLIES

	Columns	Lines
August 1-6		
Sat. Evening Post....	309	52,687
Literary Digest.....	88	13,417
American Weekly.....	39	10,784
Life	37	5,323
Forbes	33	5,068
Christian Herald.....	27	4,723

Twenty-five years of achievement.

Twenty-five years of development of an idea.

Twenty-five years of fidelity to an ideal.

Bernarr Macfadden

established PHYSICAL CULTURE twenty-five years ago and today it is the outstanding health magazine—alone in a most important field.

The November number of PHYSICAL CULTURE will be the "Silver Jubilee" number—350,000 circulation—the biggest, finest, most important and interesting number ever published.

Increased circulation! Increased influence.

Send copy **now!**

Final forms close September 20th.

PHYSICAL CULTURE

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO

SEATTLE

LOS ANGELES

	Columns	Lines
Collier's	23	4,029
Argosy-All-Story (Pg.)	16	3,640
Judge	23	3,340
Woman's Weekly.....	16	2,987
Outlook	19	2,831
Amer. Legion Weekly..	18	2,635
Youth's Companion	13	2,350
Independent	12	1,730
Churchman	8	1,190
New Republic.....	5	812
Nation	5	746

August 7-13

	Columns	Lines
Sat. Evening Post.....	263	44,724
Literary Digest.....	74	11,268
American Weekly	37	10,403
Forbes	37	5,664
Collier's	22	3,701
Life	23	3,374
Christian Herald.....	18	3,204
Outlook	22	3,167
New Republic.....	20	3,078
Independent	20	2,973
Amer. Legion Weekly..	15	2,242
Judge	13	1,978
Youth's Companion....	10	1,828
Argosy-All-Story (Pg.)	7	1,790
Churchman	8	1,243
Nation	7	1,043
Woman's Weekly.....	5	922

August 14-20

	Columns	Lines
Sat. Evening Post.....	334	56,811
Literary Digest	91	13,842
American Weekly.....	37	10,249
Life	24	3,555
Amer. Legion Weekly..	22	3,270
Outlook	21	3,102
Christian Herald.....	14	2,395
Collier's	14	2,391
Argosy-All-Story (Pg.)	9	2,208
Woman's Weekly.....	10	1,959
Judge	12	1,815
Youth's Companion....	10	1,778
Churchman	9	1,320
New Republic.....	8	1,253
Nation	6	855

August 21-27

	Columns	Lines
Sat. Evening Post.....	238	48,117
Literary Digest	81	12,397
American Weekly.....	44	12,189
Collier's	29	5,052
Life	23	3,425
Outlook	20	2,908
Christian Herald.....	16	2,885
Amer. Legion Weekly..	19	2,746
Woman's Weekly.....	10	1,861
Youth's Companion....	10	1,794
Argosy-All-Story (Pg.)	7	1,689

	Columns	Lines
Churchman	8	1,224
New Republic.....	8	1,190
Judge	7	1,128
Nation	6	863

August 28-31

	Columns	Lines
Outlook	13	1,924
Life	13	1,880
Amer. Legion Weekly..	10	1,514
Youth's Companion....	7	1,258
New Republic.....	7	1,102
Nation	6	960

Totals for August

	Columns	Lines
Sat. Evening Post.....	1,190	202,339
Literary Digest	334	50,924
American Weekly	159	43,625
Life	122	17,557
Collier's	89	15,173
Outlook	97	13,932
Christian Herald.....	77	13,207
Amer. Legion Weekly..	86	12,407
Forbes	70	10,732
Argosy-All-Story (Pg.)	41	9,327
Youth's Companion....	52	9,008
Judge	57	8,261
Woman's Weekly.....	43	7,729
New Republic.....	50	7,435
Churchman	36	5,115
Independent	32	4,703
Nation	31	4,467

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. Vogue (2 issues)....	730	115,343
2. Ladies' Home Journal.	475	80,766
3. The Spur (2 issues)..	459	77,216
4. House & Garden.....	447	70,639
5. Motor	393	66,024
6. Harper's Bazar.....	347	58,384
7. Good Housekeeping...	382	54,718
8. Town & C'ntry (2 is.)	301	50,721
9. American	302	43,196
10. Country Life.....	250	42,009
11. Maclean's (2 Aug. is.)	231	40,425
12. Woman's Home Comp.	237	40,362
13. McCall's	186	37,099
14. Pictorial Review....	182	36,539
15. Vanity Fair.....	219	34,679
16. System	240	34,420
17. House Beautiful	212	32,747
18. Pop. Mechanics (Pg.)	132	29,568
19. Red Book.....	200	28,636
20. Can. Home Journal..	151	26,491
21. Radio News	173	25,502
22. Delineator	142	24,155
23. Cosmopolitan	166	23,751
24. Field & Stream.....	160	22,946
25. Arts & Decoration...	134	22,512

The editorial pages of a magazine
are the best evidences of the
character, circumstances and
taste of the people who read it

CURRENT OPINION

For September

Coolidge Takes the Helm

The Ominous Deadlock In Europe

Anatole France Declares War Is Imminent

Magnus of Minnesota

Celestine

(The Short Story of the Month)

Who Are the Ten Dullest Authors?

Drinkwater Dramatizes Robert E. Lee

Revelations Made by the Income Tax

The Colyumists' Colyums

(Best Humor of the Month)

24 Pages of Artgravure

CURRENT OPINION

RAYMOND A. BABCOCK

Advertising Manager

50 West 47th Street
NEW YORK

30 N. Michigan Blvd.
CHICAGO

FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
American	43,196	34,394	29,479	64,124	171,193
Maclean's (2 Aug. issues)....	40,425	32,175	23,927	43,295	139,822
Red Book	28,636	25,156	25,551	38,856	118,199
Review of Reviews	25,126	25,143	21,904	34,048	106,221
Cosmopolitan	23,751	20,816	20,263	37,163	101,993
World's Work	21,974	22,176	21,501	31,991	97,642
Physical Culture	21,924	25,996	23,573	22,758	94,251
Atlantic Monthly	21,212	20,884	20,967	24,072	87,135
Harper's	17,782	19,495	18,371	25,760	81,408
Photoplay	19,552	16,393	16,050	21,416	73,411
Scribner's	15,136	15,288	14,476	25,617	70,517
Sunset	14,586	12,402	15,632	25,254	67,874
American Boy	16,568	14,915	12,266	22,954	66,703
Motion Picture Magazine....	16,626	12,991	11,798	18,039	59,454
Metropolitan	*9,743	*12,857	11,236	23,547	57,383
Century	11,872	11,928	12,096	18,956	54,852
McClure's	*7,586	*6,459	9,699	24,808	48,552
Hearst's International	*10,711	*7,952	6,678	18,343	43,684
Boys' Life	10,470	6,563	7,204	14,724	38,961
Current Opinion	11,126	7,833	4,652	5,259	28,870
Everybody's	*3,497	*3,738	*3,037	13,734	24,006
Munsey's	3,822	4,813	4,204	9,480	22,319
Boys' Magazine	4,937	5,548	5,270	6,020	21,775
St. Nicholas	4,760	4,480	4,396	7,252	20,888

*New size.

WOMEN'S MAGAZINES

	1923	1922	1921	1920	Totals
Vogue (2 issues).....	115,343	83,240	78,036	130,767	407,386
Ladies' Home Journal.....	*80,766	*76,893	*66,228	105,585	329,472
Harper's Bazar	58,384	48,148	39,591	60,890	207,013
Good Housekeeping	54,718	41,299	40,332	60,082	196,431
Woman's Home Companion...	*40,362	*36,074	*29,545	59,200	165,181
Pictorial Review	36,539	33,080	20,236	58,888	148,743
McCall's	37,099	28,694	20,272	26,646	112,711
Delineator	*24,155	*21,221	*19,935	44,718	110,029
†Designer & Woman's Mag...	*19,423	*17,979	*16,434	32,826	86,662
Modern Priscilla	18,274	15,076	19,064	22,340	74,754
People's Home Journal.....	*17,330	*16,292	*15,810	21,930	71,362
Woman's World	14,042	11,949	12,401	18,293	56,685
People's Popular Monthly....	12,995	9,807	7,694	11,105	41,601
Needlecraft	*10,440	*9,562	*10,116	10,773	40,891
Mother's-Home Life	*8,056	*5,609	5,564	11,050	30,279
Today's Housewife	5,281	5,711	7,638	*19,966	28,596

*New size.

†Two magazines now combined. ‡Aug. and Sept. combined.

CLASS MAGAZINES

	1923	1922	1921	1920	Totals
Town & Country.....	\$50,721	\$42,169	\$42,404	\$70,457	205,751
House & Garden.....	70,639	54,897	34,848	34,034	194,418
System	34,420	33,430	34,341	58,013	160,204
Country Life	42,009	38,275	30,577	45,538	156,399
Vanity Fair	34,679	31,057	27,127	48,432	141,295
Popular Mechanics	29,792	30,574	30,541	42,448	133,355
House Beautiful	32,747	29,046	19,953	20,905	102,651
Popular Science Monthly....	21,616	17,695	13,304	26,499	79,114
Field & Stream.....	22,946	19,385	18,332	16,550	77,213
Science & Invention.....	14,391	16,966	17,435	22,670	71,462
Nation's Business	20,910	13,138	9,849	24,108	68,005
Scientific American	*13,811	*10,100	*9,065	*33,462	66,438
Theatre	*15,540	*12,182	*12,304	17,590	57,616
National Sportsman	13,803	14,294	11,900	13,385	53,382
Outers' Recreation	13,916	13,183	12,227	9,428	48,754
Outdoor Life	14,732	11,156	10,715	10,124	46,727
Forest & Stream.....	9,670	9,039	9,308	9,867	37,884

*New size.

†Two issues. ‡Three weekly issues. §Four weekly issues.

WEEKLIES (4 August Issues)

	1923	1922	1921	1920	Totals
Saturday Evening Post.....	202,339	168,125	152,932	304,982	828,378
Literary Digest	50,924	48,184	45,528	134,580	279,216
American Weekly	43,625	27,316	16,139	120,037	107,117
Collier's	15,173	13,513	11,031	55,152	94,869
Life	*17,557	*15,941	15,480	27,004	75,982
Outlook	*13,932	*18,487	18,352	19,415	70,186
Christian Herald	13,207	12,428	10,174	19,358	55,167
Judge	8,261	5,596	3,252	6,391	23,500

†Five issues.

GRAND TOTALS.....1,779,585 1,537,205 1,370,244 2,352,958 7,039,992

Institutional Advertising

What is it but self-praise? Every manufacturer puts a little of this solvent into his advertising. Even on labels, you will find superlatives. But a national advertiser who tells the tale of his product in *The Atlantic Monthly* does not have to embellish his good name.

The Atlantic Monthly is a great National Institution—read by a large number of representative citizens. Therefore, the appeal of every advertisement in this publication is intensified.

The picture only looks its best in an appropriate frame. That is also true of advertising.

THE ATLANTIC MONTHLY

One of the Quality Group

The Little Schoolmaster's Classroom

THE Schoolmaster has often been told that when the H. J. Heinz Company is making chili sauce in its Pittsburgh plant or wherever it is made, that the sales of chili sauce in that city and in the surrounding suburbs show a decided increase. The explanation, of course, is that the spicy fragrance of the brewing sauce is wafted over the surrounding countryside and it stimulates the dormant chili sauce appetites of those people who are fortunate enough to catch the aroma.

The Schoolmaster himself has a similar experience every time he is in the neighborhood of Thirtieth Street and Tenth Avenue in New York, where the Runkel Brothers plant is. The air in that locality is usually filled with the appetizing scent of chocolate. His obsolescent or quiescent, chocolate-sweet-tooth begins to function whenever this cocoa-bean perfumed air is inhaled.

* * *

Unquestionably aroma plays a big part in the selling of food. Many grocers try to keep a coffee demonstration going in their stores practically all the time. The fragrance of the coffee is too much for the average person who goes into the store to resist. The sale of horseradish has been greatly stimulated in many localities through the manufacture of horseradish in retail stores before the eyes of customers. Any grocer can increase his sales of many food products by making use of the fragrance appeal. Watermelons will sell better when one or two of them are cut open, and so will pineapples and oranges and practically everything else of this kind.

The question remains as to how an advertiser can take advantage of this fundamental instinct and get this same appeal into his advertising copy. He can appeal to the reader in every imaginable way but, of course, he cannot

make his advertising impart to the reader a sense of the fragrance of the thing advertised. The answer is that it can be done to a certain extent through suggestion. A picture of a steaming cup of coffee will immediately bring back to the reader's memory the fragrance of brewing coffee, which he has often experienced in the past. Sometimes a picture that adequately portrays the lusciousness of a product will suggest to the reader the flavor of the original.

An excellent example of this can be found in that widely-commented on, recent advertisement of the Campbell Soup Company. There was shown in this advertisement a very large red-ripe tomato cut in halves. It is about the most appealing tomato that the Schoolmaster has ever seen portrayed. He overheard a banker who lives in New Jersey and who raises tomatoes as a hobby say to his companion that this Campbell tomato is the first red-ripe, fully developed tomato that he ever saw shown true to life in an advertisement.

Many other suggestive devices that can be employed for this purpose will occur to the reader. So it would seem, after all, as though it is possible for the advertiser through suggestion to appeal to the reader's sense of fragrance in his advertising copy.

* * *

A mail-order man was talking to the Schoolmaster concerning certain disadvantages of this selling procedure. In the course of his conversation, he mentioned a simple little device which his organization used effectively in reducing the number of returned shipments calling for cash settlements. It appears that this mail-order house had a page in its catalogue headed "How to Make Returns." The implied suggestion of this caption was acted on so literally, that it was decided to

McCutcheon-Gerson Service

Announces

the establishment of an

AGRICULTURAL DEPARTMENT

thoroughly equipped to
develop farm-business building
in all its phases



This new division of
our SERVICE is in
the hands of special-
ists whose knowledge
of agricultural condi-
tions in general is
unsurpassed

MCCUTCHEON-GERSON SERVICE

64 West Randolph Street
Chicago

21 Park Row
New York

48 St. Martin's Lane
London

American Lumberman

Published in CHICAGO

Member
A. B. C.
READ wherever
Lumber
is cut or sold.

If You Are The Man!

If you are experienced in writing and planning retail store advertising; with a keen sense for what the public likes to read; who throws away the "canned stuff" and tackles each job for itself; one who realizes that advertising is purely a business proposition, there is open an opportunity that is far out of the ordinary; an opportunity that will allow full expression of executive and productive ability.

The advertiser is a rapidly developing service and syndicating agency, firmly entrenched in its field, with its prospective business greater than its present organization.

Apply direct, stating complete history, age, education and present salary.

S. M. EPSTEIN COMPANY
305 Farwell Bldg., Detroit, Mich.

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending
March 31, 1923..... 166,300 daily
Six Months Ending Sept.
30, 1922..... 145,953 daily
Increase in Daily Average
Circulation..... 20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 603 Times Bldg., New York
G. Legan Payne Co., 401 Tower Bldg.,
4 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

change the phrase to read, "How to Make an Exchange."

The substitution of the word "Exchange," did not work wonders, since returns in the mail-order business constitute an evil that no one seems to be able to eradicate, but it did exert a direct influence in causing dissatisfied purchasers to request more exchanges and fewer cash settlements.

* * *

There are few subjects about which there is so much misinformation in circulation, as there is about Demand. Demand is not a vociferous Carrie Nation that either figuratively or literally breaks into a store and makes itself felt. On the contrary Demand is very quiet and unostentatious in its desires. It quietly, almost silently, goes where it can be easily satisfied. In fact in most cases Demand is not vocal at all. It shops with its eyes only and does not become vocal until the desired article is seen.

The Schoolmaster has recently made several observations which prompted him to draw the foregoing conclusion. He knows a town in which a confectioner built up a tremendous business on a high-class French-style ice cream, selling at a dollar a quart. This confectioner specialized on this cream, carrying no other grade. As was to be expected he had several customers who kept kicking because of the price and who constantly reminded him that they could get all the ice cream they wanted for 60 cents a quart. At last the merchant heeded the complaints of these few customers, although the total number was probably less than one per cent of his patronage. The confectioner then put in a cheaper grade of ice cream and threw out the French-style kind which he had been handling for years. A competing druggist immediately took the agency for the discarded cream. This happened a year ago. Now the druggist has practically all of the ice cream business of the town and the confectioner has to be content with the few straggling customers who used to tell him that they "could buy all

A CONSERVATIVE BUSINESS NEEDS MEN WHO CAN SELL



We need three or four men for our offices in several large eastern cities and Chicago as representatives for a product of distinctive quality and prestige, selling at a unit price of from \$5,000 to \$40,000.

We have been conservative in business for seventy-five years and still are. After five years of national advertising for this product, we are ready to expand what is potentially from every standpoint the most attractive department of our business.

We want to become acquainted with three or four men who are very well educated, aggressive and imaginative. The equivalent of a college education, some knowledge of architecture, interior decorating or music, "clean-cut" appearance, from 30 to 38 years old, are possible qualifications. Successful specialty selling experience is imperative. A sales promotion or publicity sense is desirable.

After becoming acquainted, first by letter and then by three or four personal talks, we have several excellent positions to offer as sales representatives. The immediate salary is subject to conditions and can be made better than average and with a bonus clause. Eight to ten thousand should be the minimum earnings for the men we have in mind. The steps above a straight selling job are wide open.

We are in no rush, so take time enough to have type-written the full story of your education, experience, family and aims. We consider these connections vital enough to read every word of all letters received. Enclose a small photograph if convenient.

We will consider your letter confidential and acknowledge it promptly if it seems worth while to get acquainted.



Copy Man and Executive

He has brought in and handled business, and is now giving satisfaction to one of the country's largest advertising agencies. Seeks change for personal reasons. Highest references. Reasonable salary. Address W. H., Box 118, P. I.

\$22,000 from a Letter!

\$22,896.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$136.05. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

One Letter Pulled \$30,000.00 Cash!

BOOM YOUR BUSINESS WITH DON MAGOON SALES LETTERS, written especially for you after study of your selling problems. During 19 years, Don Magoon Advertising Copy has been used in the greatest Direct Mail triumphs of our time. Fee only \$3.00 per letter or page. Send me, with remittance, all necessary information about your business and literature already used, if any.

"DON MAGOON," Suite F
2784 Prairie Ave., St. Louis, Mo.

Publicity Director HUDSON'S BAY CO.

Winnipeg, Canada

Available for U.S. Oct. 1 as sales-advertising executive. 34, married, 8 years Chicago experience.

C. M. THOMAS
79 Main St., Winnipeg

the ice cream they wanted for 60 cents."

To the Schoolmaster's way of looking at it this is a splendid example of the way Demand works. The people who wanted an exceptional ice cream simply bought what they wanted and did no talking about it. The kickers did the talking and because of their protestations this dealer ignored the silent demand of the big percentage of his followers.

Examples of this kind are happening every day in every community. Recently a friend of the Schoolmaster tried to buy a bottle of lavender water in several drug stores in New York. At every store he was informed that there was no demand for lavender water and for this reason the store did not carry it. At the same time, while these druggists were saying that there was no demand, R. H. Macy & Company, a department store a few blocks away from these drug stores, was selling lavender water as fast as it could be wrapped up. Here again Demand was not vocal. Most people have learned to go to the store that recognizes their Demand, even though it may not be vociferously voiced.

* * *

The Whitman Chocolate Company put out a package of candy known as "Old Time Favorites." This is a most popular package of confectionery in the Schoolmaster's household. He is always on the lookout for it and buys it almost every time that he sees a package on display. Three-quarters of the time his usual dealer is out



Howell Cuts 

for house organs
direct mail and
other advertising

ask for proofs

Charles E. Howell • Fisk Building • New York

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

WANTED

A Sales Director

One of the Unconquerables

A MAN between 35 and 40; a man who has had no less than five years of personal selling; a man used to large earnings; a man who knows neither fear nor doubt in the pursuit of his objective.

A man who is a keen judge of men and can get real production from a sales staff of from 25 to 40 men; a man who can develop men through inspiration rather than driving force, who can hold men by holding their respect and their confidence.

A man who has made a real record of success in selling business-building advertising; a man who has the qualities of leadership and the recognized abilities to command the sales staff of the finest organization of its kind in the world.

That he must have initiative, energy, unusual executive ability, education, and diplomacy is obvious.

To sum it up, we want a man big in mind, broad in vision, a real fellow who knows sales direction well and loves the eternal conquest for business that makes opportunities for himself and his men.

This position is open now. The right man will live in a middle western city. Those who apply for the opportunity, to qualify, must state salary expected and send an outline of their past achievement and their photographs to

"P. E.," Box 95, PRINTERS' INK,
Illinois Merchants' Bank Building,
Chicago, Illinois.

Sales Manager Available

Now successfully operating in New York as active executive with concern manufacturing a mechanical product.

College graduate, 33 years old, with substantial foundation and extensive experience in sales control and development, technical and other lines. Experienced in advertising. Operate on facts and figures basis. Builder of loyal organizations. Common-sense worker.

Am especially interested in connecting with an alert, going corporation marketing a product where vision and resourcefulness are needed to produce results. Address "S. M. A.," Box 115, Printers' Ink.

Sales Manager Available

Copy Writer-Contact Man

At present with well-known agency. He could stay there. But he is dissatisfied and must change.

His experience embraces newspaper, publicity, fiction and advertising writing, selling, merchandising and agency work—domestic and foreign.

Has specialized on automotive, oil, wearing apparel, medicine, jewelry and financial advertising—planning writing and contact.

He is a college man, thirty and married. His present salary is \$7,200 a year.

Address "W. J.," Box 116, P. I.

HIGH LIFE

25c copy. Monthly. Est. Jan., 1922
First issue was placed on newsstands January, 1922. Not a dollar was ever expended for propaganda work. Somebody saw it and bought it, and—

TODAY—OVER 100,000 READERS

1465 Broadway, New York City

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.

185 Madison Avenue - New York

of this package and apparently is oblivious to the silent demand which evidently exists for this product. The Schoolmaster, as is the habit of most people, merely looks over the retailer's display and if his favorite package is not there, he quietly walks out. A very active demand for the article appeared in that dealer's store at that moment, but it remained silent. The sooner distributors awaken to the modesty and hesitancy of Demand's action, the sooner will they be prepared to cash in fully on what advertising does for them.

Chain Store Sales Show Increase for August

F. W. Woolworth & Company report sales of \$14,964,173 for August, as compared with \$12,958,302 for the same month of last year. Total sales for the first eight months of the current year were \$110,667,881 which compares with \$95,731,906 for the corresponding period of 1922, an increase of 15.48 per cent.

The S. S. Kresge Company for August reports sales of \$6,338,151, as compared with \$5,122,080 for August of last year. For the eight-month period of the current year sales totaled \$47,693,748, against \$36,921,166 for the corresponding period of 1922, an increase of 29.1 per cent.

S. H. Kress & Company report sales for August of \$2,527,203 as compared with \$2,224,771 for the same month of last year. Sales for the first eight months of 1923 total \$19,858,002, against \$17,489,564 for the corresponding period of 1922, an increase of 13.5 per cent.

Newspapers Used to Stimulate Demand for Sausage

Newspaper copy is being used by A. C. Roberts, Kimberton, Pa., manufacturer of sausage, in Philadelphia and vicinity to stimulate the demand on dealers for his product. The silhouette of a porker appears at the top of one advertisement. This is followed by the caption, "Tomorrow opens the Roberts' All-Pork Sausage Season." A description of the method used in making Roberts' sausage is given together with the following. "If you will send us your name and address we will send you the name of a dealer in your vicinity who will supply you." The copy also includes the slogan, "Seldom equaled—never excelled."

Enterprise Wheel & Car Account for Ford Agency

The Enterprise Wheel & Car Corporation, Bristol, Tenn., has placed its account with the Geo. W. Ford Company, Inc., Atlanta advertising agency.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; A1 service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

Half Interest in Midwest engraving company for sale. Fine chance for adv. man. Earnings, future, make it good buy at \$10,000 cash. Send financial reference. Box 667, Printers' Ink.

SURELY YOU'VE HEARD OF THE LETTERS AND SELLING COPY WRITTEN BY THE FOLKS ON GOSPEL HILL, IN MARION, OHIO?

Mailing List for Sale—Northwest farmers, 250,000 with duplication. Also Model H-3 Addressograph and 18-drawer steel file cabinet full of name plates. Write 413 Washington Ave. So., Minneapolis, Minn.

Chicago Representation

Special agency specializing in trade papers can handle additional publication in Chicago territory. Intensive personal solicitation. Highest references from publishers now represented. Present papers all A.B.C. publications. Commission basis. Box 698, P. I., Chicago.

ADVERTISING AGENCY OPPORTUNITY—A progressive, growing, nationally recognized, medium sized, New York advertising agency, well organized, could use \$10,000 additional capital to properly finance present business and to allow for future expansion. It offers a splendid opportunity to any man controlling business in the way of generous commissions and investment opportunity, or to any young advertising man wishing to invest in and become part owner of agency. Confidential. Box 685, Printers' Ink.

HELP WANTED

ARTIST-VISUALIZER

Versatile—Brimful of original ideas and energy. Leave nothing unsaid to insure interview. Box 679, Printers' Ink.

PRINTING SALESMAN WANTED

A medium-sized New York printing plant doing high-class work has exceptional opportunity for young salesman 25 to 40, with creative ability on advertising printing. Salary and commission. Part interest in the business awaits the man who makes good. Box 671, Printers' Ink.

ARTIST—Photo-retoucher on mechanical subjects. Steady position. Good salary. Moore Studios, 216 Market St., Newark, N. J.

Salesmen to sell window and lobby advertising campaign to banks and real estate offices; a splendid earning opportunity; write with particulars to A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

Advertising agency offers free space to copy writer experienced on mail order and retail store advertising. Agency experience preferred. Commissions or piece. (No direct advertising.) Box 678, Printers' Ink.

Advertising and general sales promotion man with department store experience. Store very progressive. Applicant must be also. Write in full, details held confidential, to Box Y. G., 1111 St. Paul Bldg., New York.

ARTIST

A fellow who is particularly good at snappy layouts and lettering. He doesn't have to be much of a hand at figure work, but of course that will help to get him a bigger salary. Send samples, which will be returned. Address Box 677, Printers' Ink.

A newly incorporated Paint Co. in California requires the service of a high-grade Paint Manufacturer; one who can take charge. Must be willing to invest \$1,000 in preferred stock at 7%. This is done to get away from the hired man system. Salary to start will be \$250 per month. For further particulars write to Supreme Paint, Varnish and Enamel Company, 603 Sharon Bldg., San Francisco, California.

Exceptional Opportunity for Young Advertising Man

A financial house of high standing has an opening in its advertising department for a young man, preferably under 30, who can write effective customer-ownership-security-selling copy.

The successful applicant must be able to turn out human, easy-to-read and convincing copy, with compelling headlines—something different from the formal "announcements" of bond houses. If he can make attractive layouts so much the better. He must be ambitious, a hard worker and willing to study and learn. If he has had selling experience it will help. The position has attractive possibilities for a man who can write and work.

Write us giving details of your experience, religion, salary, desired, etc.
Address "CUSTOMER OWNERSHIP"
P. O. Box 64 Trinity Station, New York

Competent estimator wanted for large advertising and printing plant in New York City. Must have had at least ten years' experience and be quick and accurate. State full details of your previous employment and salary desired. Box 699, Printers' Ink.

WE WANT A GO-GETTER—A man who has sold space on a class publication to general advertisers and agencies. Our publication is the leader in its field and has the highest quality circulation of any magazine published in this country. This is an unusual opportunity for a space seller. State experience, salary expected and present connection in your first application. Address, Advertising Manager, Box 676, Printers' Ink.

Creative Printing Contact Man—A man who can visualize the buyer's needs and transmit ideas to Planning and Art Department to develop. A man who knows engraving, paper and printing with the selling experience to enable him to close orders. To such a man we offer a position of unlimited opportunity in the most rapidly growing section of the South. Salary and commission basis. Modern printing plant with reputation for high-grade work. Salesmanship in Print. Queen City Printing Company, Charlotte, N. C.

MISCELLANEOUS

SPANISH TRANSLATIONS

Advertisements—Letters

Catalogues—Folders

GONZALEZ, Room 1816,

154 Nassau Street, N. Y.

POSITIONS WANTED

Advertising Man Available. Experienced in direct mail, trade journal, agency copy, layouts, production. Terse, forceful writer. Young. Clean cut. Hard worker. Moderate salary. Box 665, P. I.

Advertising trained and experienced young man seeks position assisting good copy and layout man; excellent stenographer, correspondent and detail man; Christian. 24. Box 695, Printers' Ink.

N. Y. COPY WRITER

Ten years copy chief big agencies and advertising manager. Expert service for manufacturer or agency. Part or full time. Box 696, Printers' Ink.

Free Lance Writer

Technical copy—research. Have time for another manufacturer or publication. Box 666, Printers' Ink.

Do You Need a Thinker?

My experience is chiefly in the accounting end of printing field. Am more interested in advertising. Have completed a course of study in this field. Christian, 24 years old, unmarried, progressive and deep thinker. Will accept any offer where hard work and conscientious service assure advancement, write box 557, 206 Fitzgerald Bldg., New York City.

TECHNICAL COPY—Research. Letters of appreciation prove satisfactory service. Prefer connection with live publication or manufacturer of technical product. Box 670, Printers' Ink.

Rotary Gravure Expert

14 years' experience all departments rotary gravure process—capable of installing process—seeks new and reliable connection. Address Box 689, P. I.

Opportunity wanted for the energy and common-sense ability of a young man who has had copy, production, layout and sales experience with the national advertiser, agency and printer. Box 684, Printers' Ink.

University Graduate (B. C. S.), age 24, knowledge of advertising principle, seeks position where he can develop as copy and layout man or something similar, willing to start as beginner—salary no object. Box 693, Printers' Ink.

Bookkeeper seeks appointment with established New York advertising agency. 12 years' experience, 10 years with agencies. Last position also manager of clerical force. Full details in letter or appointment. Box 674, Printers' Ink.

Credit—Office Manager—advertising agency, newspaper or national medium. 12 years' experience in credits, collections, contracts, advertising. Have been connected with several leading newspapers of this country. All references. Box 675, Printers' Ink.

A YOUNG MAN, university graduate, having analytical ability, good judgment, and a "feeling" for words, is anxious to make advertising his life work. Communication from progressive agencies in Chicago or elsewhere is solicited. Box 687, Printers' Ink.

EXPERIENCED INDUSTRIAL SALESMAN

Young university graduate now calling on industrial plants in New York and vicinity wants a dependable product to sell. Address Box 692, care of Printers' Ink.

A Practical Circulation Mgr., both field and office. Capable of analyzing territory, saturating it, organizing sales force and handling detailed office work. Present connection will be terminated for a business reason (not a personal one) in about sixty days, with good will and endorsement of present employers. Forty years old, married. Correspondence will lead to personal interview. Address Printers Ink, Box 673.

MARKETING RESEARCH EXPERT

wants position, part or whole time, with sales organization, manufacturer, publisher or advertising agency. Over ten years' practical experience agency and sales promotion work. Planned and conducted market investigations and made psychological studies for leading national advertisers. Many results published. University lecturer in marketing and applied psychology. 37 years old; married. Address Box 669, P. I.

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YOUNG MAN with college education will forsake present following for connection with advertising agency. I would prefer a personal interview to correspondence, as I feel sure my sincerity would be the better exemplified in this way. Box 701, Printers' Ink.

Wanted—Position as advertising manager or advertising representative on good publication or paper. Successful experience in above position. Good personality, sales ability. Able to analyze the field and write good copy. References. Age 34, married. Address Box 697, care of Printers' Ink.

ADVERTISING ARTIST

Agency, printing and engraving experience now connected with large agency. Would qualify as an Art and Production manager, with agency or manufacturer. Good taste and originality on visualizations and finished work. Box 694, Printers' Ink.

YOUNG MAN, 22

who has served his advertising apprenticeship, desires a responsible position where ability and loyalty will be recognized and rewarded. He is well educated and has had four years of intensive training in every phase of agency work. He would prefer connecting with a large agency or department store in New York City or vicinity. Box 668, Printers' Ink.

A Circulation Manager without alibis or excuses. I can sell it and renew it. Taking a 50-year-old publication after two organizations failed I put it to where its present business has reached the limit of expansion, at low cost. Still on the job and well liked. Good wishes and endorsement follow me to another good battle. If you want a man who has a FRESH proven successful record, address Printers' Ink, Box 672.

Business woman seeks new opportunity; seven years' editorial and advertising connection with leading business paper group; in charge of publication, art, copy, etc.; college training balanced by actual contact with retail, newspaper and publishing fields; concise, forceful writer; broad merchandising experience. Interest, tact, ability and desire to create strong. Box 680, Printers' Ink.

Production Assistant

Young man, 26 years of age, thoroughly trained to handle all details of mechanical production, desires agency connection as assistant to Production Manager. Nine years' agency experience; moderate salary. Box 700, P. I.

HOW ABOUT PHILADELPHIA?

Do you want to be represented in this city by a high-grade salesman who has had 15 years' selling experience and has the ability to build up a business? If so, write Box 682, Printers' Ink.

WE CONNECT THE WIRES

OVER TWENTY YEARS we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercantile and manufacturing concerns. Registration free; no charge to employers.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

ADVERTISING SALESMAN

Ten years selling trade publications. Knows editorial work. College man. Would represent out-of-town publication. Salary. Address Box 688, Printers' Ink.

HOUSE ORGAN

Editor with thorough training in all branches of editorial work on high-class magazines, wishes editorship of house organ, trade or class journal. Able writer and executive; thirty years of age. Highest references. Box 690, Printers' Ink.

PRODUCTION MANAGER LAYOUT MAN TYPOGRAPHER

Graduated from the mechanical departments of a print shop. Practical, knows what can be done and how. Writes some copy. Has made simple illustrations for reproduction. Agency connection in New York preferred. Available Oct. 1. Box 691, Printers' Ink.

Publisher's Assistant

Man of experience in publication office of a national weekly is open for engagement as Publisher's Assistant or Office Manager and Purchasing Agent. ApPOINT interview. Box 686, Printers' Ink.

Field Manager

Would like to get connected with a growing concern that is looking for a young man as Field Manager or District Manager. I am more interested in the future of the position than the immediate salary.

I have had several years' selling experience calling on both retail and jobbing trade. In the past two years have been Field Manager. Also some business training.

Am thirty-eight years old, and married. Any territory in United States considered. Address Box 681, Printers' Ink.

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**You do not
have to hunt
It ~**



**It
hunts You**



Thos. G. Sack Co.

CHICAGO
Harrison, Loomis and
Congress Sts.

NEW YORK
Broadway and 5th Ave.
at 25th Street

Branches in 49 Principal Cities

Coincidence?

FORTY-THREE brands of tooth paste were found on the shelves of Chicago druggists in a recent investigation. In volume of sale, however, five brands stood head and shoulders above all the others. Is it a coincidence or the logical sequence of cause and effect that these five brands should have been the five largest tooth paste advertisers in The Chicago Tribune from 1916 to date? Here are the leading tooth pastes in this market and their lineage in The Tribune, 1916-1922.

*Agate Lines
in Chicago Tribune*

1. Pepsodent	78,232
2. Colgate	32,994
3. Pebeco	40,642
4. Forhan's	50,403
5. Kolynos	37,022

Among eleven tooth powders one stood far ahead of the others—Dr. Lyons'—which has used 28,764 lines in consistent Tribune advertising during the above period.

Coincidence? *Read the
BOOK of FACTS!*

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles